

April 1977 \$1.25

BLACK ENTERPRISE

TRAVEL FOR
FUN & PROFIT



Thunderbird for 1977.

At \$5,434*,
it's hard to believe.

Thunderbird. Leaner, cleaner and 10 inches trimmer in size. Its refined suspension system and wide stance mean you can expect agility and sureness to complement Thunderbird's legendary quality and comfort.

So it's almost unbelievable that the Thunderbird shown below, equipped just as you see it, is just \$5,434.

Skeptical? Visit your Ford Dealer—test drive a '77 Thunderbird.



When America needs
a better idea,
Ford puts it on wheels.

Base sticker price: \$5,063*

Power Front Disc Brakes	No charge
Power Steering	No charge
Automatic Transmission	No charge
302 Cubic Inch V-8	No charge
Full Wheel Covers	No charge
AM Radio	No charge
Electric Clock	No charge
Steel-Belted Radials	No charge
White Sidewalls	45
Vinyl Roof	132
Color-keyed bodyside moldings	51
Dual Accent Paint Stripes	39
Deluxe Bumper Group	72
Remote Control Mirror	14
Color-keyed Belts	18
TOTAL	\$5,434

*Excluding title, taxes and destination charges



THUNDERBIRD

FORD DIVISION



Box or menthol:

Carlton is lowest.

See how Carlton stacks down in tar.
Look at the latest U.S. Government figures for:

The 10 top selling cigarettes

	tar mg / cigarette	nicotine mg / cigarette
Brand P Non-Filter	25	1.6
Brand C Non-Filter	23	1.4
Brand W	19	1.2
Brand W 100	19	1.2
Brand M	18	1.1
Brand S Menthol	18	1.2
Brand S Menthol 100	18	1.2
Brand BH 100	18	1.0
Brand M Box	17	1.0
Brand K Menthol	17	1.4

Other cigarettes that call themselves low in "tar."

	tar mg / cigarette	nicotine mg / cigarette
Brand P Box	15	0.8
Brand K Mild	14	0.9
Brand W Lights	13	0.9
Brand M Lights	13	0.8
Brand D	13	0.9
Brand D Menthol	11	0.8
Brand V Menthol	11	0.7
Brand V	10	0.7
Brand M Menthol	8	0.5
Brand M	8	0.5
Carlton Soft Pack	1	0.1
Carlton Menthol	less than 1	0.1
Carlton Box	less than *1	*0.1

*Av. per cigarette by FTC method



Soft pack-1 mg.
Menthol-less than 1 mg.
Box*-less than 1 mg.

Less than 1 mg. tar.

**Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.**

Of all brands, lowest...Carlton 70: less than 0.5 mg. tar,
.05 mg. nicotine av. per cigarette. FTC Report DEC. '76.

Soft Pack and Menthol: 1 mg. "tar", 0.1 mg. nicotine av. per cigarette, FTC Report DEC. '76.
Box: 1 mg. "tar", 0.1 mg. nicotine av. per cigarette by FTC method.

BLACK ENTERPRISE

FOR BLACK MEN AND WOMEN
WHO WANT TO GET AHEAD



The Citadel, one of Haiti's most enduring monuments, is dramatically captured by Charles Moore of *Black Star*. Located in Cap-Haitien, the Citadel was built with 20-foot thick walls, by King Henri Christophe.

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APRIL 1977

23 Haiti: Sunshine, Magic and Memories

The first independent black nation in the Americas provides visitors with natural beauty, fine food and lots of history.

31 Shopping for Haitian Art

Haiti is a haven for art lovers, and art is even hawked in the streets. But one should know where to buy and what to pay.

39 The Time Is Now. Or is it?

Timing is crucial to the vacation. Knowing when to take your vacation is as important as knowing where you want to go.

45 Travelling through the Lowlands of the South

Charleston and Savannah are sister cities where the traditions of Africa and Europe create a vacationer's paradise.

55 Special Interest Tours

Learn and improve yourself next vacation. No matter what your hobby, sport or job is, there is a special tour for you.

61 The Airlines of the Caribbean

Four nation-owned airlines—BWIA, Air Jamaica, Caribbean Airways and LIAT—are tools for economic development.

Departments

7	Publisher's Page	16	Names in the News
8	Newsletter	21	Making It
13	Letters		

Coming Next Month

The issue theme for May is "Life After 65" and features an interview with Benjamin Mays, President-Emeritus of Morehouse College. There are also articles on blacks in the foreign service, and the upgrading of engineering schools at traditional black colleges and the work of a black animationist.

Staff

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Microfilm of back issues of BLACK ENTERPRISE MAGAZINE (1970 to 1974) are available from University Microfilms, Inc. Periodicals Library, 300 North Zeeb Road, Ann Arbor, Michigan 48106



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Not your typical Hollywood couple. But soon they'll be movie stars.

Raggedy Ann and Raggedy Andy. Remember them from childhood? Now those golden memories have been brought to the silver screen, so you can enjoy them again with your children.

Ann and Andy star in a delightful new animated movie along with their lovable nursery pals.

The Camel with the Wrinkled Knees. Babette and the Gazooks. King Koo Koo and the Loonie Knight. The pirate Captain and Queasy, his parrot.

They were brought to life by Richard Williams, Oscar-winning director of Dickens'

"Christmas Carol." With songs by Grammy and Emmy awards winner Joe Raposo, the music man who made "Sesame Street" sing. And screenplay by Patricia Thackray and Max Wilk.

"Raggedy Ann & Andy" is brought to you by Bobbs-Merrill, the publishing people of ITT.

"Raggedy Ann & Andy." Now at your local theater.

**The best ideas are the
ideas that help people. ITT**

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The Cessna Pilot Centers invite you to take a \$10 Discovery Flight. This can be the start of a lifelong love affair with the sky.

After a unique audio-visual presentation and preflight orientation, you will take the controls and be guided through basic flight maneuvers by an instructor.

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When you earn your private pilot's license, you're eligible to enter the "\$300,000 TakeOff" Sweepstakes. Your

participating Cessna Pilot Center has all the details. No purchase necessary. Void where prohibited by law. Sweepstakes closes December 31, 1979. Participation via entry forms distributed through flight schools or instructors in Maryland, Missouri and Wisconsin is void.

But first things first. TakeOff to your nearby Cessna Pilot Center.*

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CESSNA

Number one in pilot education for some very down-to-earth reasons.

THIS PERSON HANDLES LOAN COMMITMENTS OF \$100 MILLION.



BARBARA O'NEAL, Second Vice President. Barbara earned her B.A. in Chemistry from the Hampton Institute of Virginia, and an MBA from Rutgers University. Barbara says she "got a taste of business while working in the chemical industry for 2½ years as an analytical chemist." Subsequently contemplating a career change, she pursued an MBA, and while at Rutgers, a professor recommended the Chase Management Development Program. The rest is history, because now Barbara is a Team Leader in the Institutional Banking Department and is responsible for correspondent banks in the Midwest. Barbara says, "I'm glad I made the career change. And the Chase Management Development Program is the key to a successful career as a Chase Lending Officer."

Would YOU be capable of assuming that kind of responsibility?

Chase can offer you a career change.

As a college graduate, perhaps you have pursued some graduate work, or entered a corporate management training program. And in your enthusiasm you built up hopes for a stimulating, rewarding career. You know you're good, perhaps even better than many others in your company. But you're not getting anywhere. Your objectives are not being realized in terms of things that are important to you. Chase can offer you an interesting alternative, a new opportunity to become a Lending Officer with one of the world's largest and most important financial institutions. It's a career that can bring challenge, responsibility, growth and substantial financial remuneration.

Qualities we value

in the MBA or undergraduate with business experience are: interpersonal and organizational skills, analytical and decision-making ability, an interest in banking. We're looking for logical, organized officers who can deal effectively with people in all walks of life. Leadership qualities, self-confidence and excellent judgment are essential. Our approach is to hire a few exceptional men and women who will commit themselves to a long-term career with Chase.

Superb Training that will utilize your skills, training and background.

Our program is designed to develop highly skilled and knowledgeable professional bankers for both the domestic and international markets. Through case studies and workshops conducted by experienced Lending Officers, some of the things you will learn include techniques of credit and financial analysis, methods of structuring lending arrangements and documenting loans, loan pricing and profitability. You'll be exposed to sophisticated credit issues on all major industry groups. Confront real business problems. Be involved in real business decision-making. Receive the same excellent training that has produced all Chase Lending Officers and most of our senior management. The Chase Management Development Program is intensive, and one of the best in banking.

Perhaps you've thought about a career change.

Perhaps you'd like to learn more. If you are both interested and qualified, please tell us about yourself, preferably by resume establishing qualifications and earnings history, in confidence, to: T. F. Scribner, Chase Manhattan Bank, One Chase Manhattan Plaza, New York, N.Y. 10015.



It is a Chase policy to hire, train and promote people solely on the basis of merit, without regard to race, color, creed, national origin, sex, age or handicap. We are an Equal Opportunity Employer.

CHASE

This One



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It also holds the world's finest whisky.

Crown Royal from Seagram. Diamonds from Harry Winston, Inc.

Sentimental Journey

For many, this is a year of reassessment. A short decade ago (Has it been that long?), America was in the midst of a turmoil, the likes of which it hadn't experienced in more than a hundred years. Something fundamental was happening, and it would change forever relationships between the races in this country North and South. More importantly, it changed our perspective of ourselves.

At the same time, it brought an improved opportunity for many that in turn brought better jobs which bought better homes in better neighborhoods. The dream, so long deferred, was being realized by an increasing number of us who could suddenly afford the amenities that came with an improved standard of living. There were the vacations in new and exciting places, and the need, in some instances, to put distance between ourselves and the old neighborhood, and the old memories which reminded us too forcefully of what the past had been.

To be sure, for those who had lived uncomfortably close to poverty for too long, the journey away from Bedford-Stuyvesant in Brooklyn, South Philadelphia, The Bottom in Atlanta or Chicago's West Side could not be calculated in dollars alone. It was a psychic journey, as well, in which a multitude of constraints, real and imagined, were discarded and left behind. As a result, today, many of our youngsters are unaware of the past which, despite its difficulties, had its riches and rewards.

I can remember, for instance, the annual trips South by families with southern roots. Those were times of renewal, a time to share old experiences, a time to reacquaint oneself with those who had helped shape the lives of one's parents and thus of oneself.

I remember those annual pilgrimages to the Carolinas and the Virginias and Alabama, Florida and Tennessee. Usually,



it was a family affair with the kids crowded in the back seat and the parents up front in the family car. The trains and the buses also did a landslide business during those summer months. But what I remember most is not the excitement of going, but the joy in the faces when they returned. And as Diane Weathers, associate editor at BLACK ENTERPRISE candidly points out in this issue, there was also something else, an indefinable quality, a sense of belonging. Whatever it was, it served to nurture and sustain them because they kept going back.

For those who live in cities like New York, Chicago, Los Angeles, Philadelphia or any large metropolis, having a sense of belonging is no small feat. One can get swallowed up by their hugeness. That's why the old neighborhood was so great. It protected us against such hazards. It nurtured and sustained us in the same way that towns in the South sustained and nurtured our parents. The problem is that today, most of our children don't know about the strength and richness of the old neighborhood. They don't know about the grocery stores, and the streets, and

the lots, or the parks where we played ball. They don't know about the block or the house where we spent most of our lives. But they should.

It is understandable that some of us may be reluctant to return to the old neighborhood and show our children where it all began for us. In some instances, the very land once owned by our parents has been taken away and now form the basis of exclusive resort areas such as Hilton Head, S.C. In other instances, the place does not look the same. Things are probably worse. The names and the faces have changed. But still, we owe it to them to have them understand that life did not begin in the sixties. To be sure, a trip to the old neighborhood could put in instant perspective what hours of conversation could never achieve.

To be sure, a trip back to the South—granted, a changed South—will give our children new points of view. I mean this in the sense that W.E.B. Du Bois spoke of when he said that the strange renderings of nature we have seen will give the world new points of view. For many of us, the South has precious memories. To go back there, to all of those places with the strange names, at least to others—Eufala and Op. Ala., Deep Gap and Comfort, N.C., Reform and Scobey, Miss.—is a renewal of ourselves. For some, to vacation in the South is not just a pleasure trip, to state the obvious, it is a returning to roots. For others, it is a trip to take care of business, to look after the home property, to pay the taxes. A visit to the old block and the old home could help restore our own perspective. Sometimes, we are too anxious to put the past behind us, to forget the old days and the lessons we learned then. But for better or worse, the old neighborhood was home and it did give us our sense of belonging. So when you plan your vacation this year, why don't you also plan a family trip back to where it all began. You owe it to yourself—and the children.

Earl J. Shores

NAMES IN THE NEWS



Robert P. Saunders

Bonnie Boswell was appointed administrator of editorial services for WNBC-TV in Manhattan. She formerly served as assistant to the chief of planning at the Port Authority of New York & New Jersey and as a research assistant in criminal justice at Harvard Law School.

Charles V. Bush was appointed assistant treasurer of Celanese, a Manhattan-based chemical manufacturer. Bush, who had been manager of financial planning for the company, was a former associate in the Corporate Finance Department of White, Weld & Co.

Ronald Carolina was appointed Missouri state manager for Calvert Distillers Co. He most recently served as the company's manager in Washington, D.C.

Donna Chaban was appointed director of publications and education at Davies Medical Center in San Francisco, Calif. She will head the center's media, public relations and community relations activities. Chaban had earlier served as publicity director for the Esalen Institute and as promotions director for KCBS Radio in San Francisco.

James O. Cole was promoted to assistant counsel at the Clorox Co. in Oakland, Calif. Cole, who is also cor-



Gerald B. Smith

porate secretary at Clorox, will be responsible for the company's Household Products Division and for securities regulations. He joined the Oakland-based company in 1973 after graduating from Harvard Law School.

John J. Cook was appointed eastern sales manager for Compu/Net, a computer service firm in Manhattan. Before Cook joined Compu/Net, he served as an account executive with WIBG Radio in Philadelphia. Prior to that, he was an account executive with L.S. Golinick Advertising in Baltimore.

Donald L. Duster was appointed director of Illinois state's Department of Business & Economic Development by Governor James R. Thompson. Duster had been financial analyst of the Commonwealth Edison Pension Fund; he also served as staff assistant to the president and chairman of the company.

John Green was named an account executive on the sales staff of WJBK-TV2 in Detroit. He had been a sales executive in the hospital service department of the Blue Cross-Blue Shield company.

Anthony T. Harbin, president of A.T. Harbin Realty & Management Co. in Detroit, was licensed as a Certified



Anthony T. Harbin

Property Manager (CPM), making him the first black CPM in the state.

Benjamin Hatcher was elected president of the Georgia State Board of Funeral Services. Appointed to the board by Georgia Governor George Busby, Hatcher becomes the second black to head the funeral group.

Gerald C. Hines was appointed executive vice president of Seaway National Bank in Chicago. Before Hines joined Seaway, he was an officer of the American National Bank & Trust Co.

Benjamin Marshall was promoted to vice president of Delta Enterprises, a subsidiary of the Delta Foundation in Greenville, Miss. Marshall, a former scientist at the Aeronautical Chart & Information Center in St. Louis, Mo., had been controller at Delta. He joined the company in 1969 as a sales representative.

Robert P. Saunders joined Manhattan's Somerset Importers as general manager of Special Markets. He had been manager of Special Markets at Seagram Distillers.

Walter Shelton was appointed district manager of Somerset Importer's Metro Chicago region. Shelton, who had been a sales executive with Somerset since 1965, most re-



Gerald C. Hines

cently served as the New York City company's Michigan district manager.

Adolphus Y. Smikle was named Maryland and Delaware district manager for Manhattan's General Wine & Spirits Co. He had been General's District of Columbia state manager since 1973.

Gerald B. Smith was elected assistant vice president of Hibbard, O'Connor & Weeks Investment Bankers in Houston. Before Smith joined the investment firm, he was group sales manager for Houston's Foley's department store.

Peter V. Varvaris, vice president of marketing at Parks Sausage in Baltimore, was promoted to vice president of marketing and sales. Varvaris, who joined Parks in 1974, had been sales manager of the Boyle Midway Division of American Home Products Co.

Charles D. Watkins was named professional recruitment manager and affirmative action program coordinator for the Maritz consulting firm in St. Louis, Mo.

Leon Wilson was appointed assistant night production manager at the *Washington Post*. Wilson joined the daily in 1974 after serving as production manager at the Dow Jones printing plant in Chicope Falls, Mass.

Get your share

If you're like most of the people who read Black Enterprise, you're still on the way up. And you've already figured out that Black Enterprise Magazine can help get you there faster.

Get more out of your life. Get more of what we're here for every month. Start your own subscription to Black Enterprise now. We were the first magazine to be interested in black attainment, not just entertainment. And today, we're still the only magazine that tells the rest of the story about black achievement!

Coast Guard (Kōst Gärd), 1. (U.S.), a military service under the Department of Transportation. **2.** A peacetime military organization that saves lives and property at sea, enforces maritime laws, and maintains aids to marine navigation. **3.** The smallest of all the U.S. armed forces.

There's a lot more to the Coast Guard than you can learn from a dictionary definition. The Coast Guard offers young men and women an outstanding opportunity to help others while they help themselves. With jobs that are meaningful and rewarding.

Being the smallest of the U.S. armed forces (only 36,000 men and women) has its advantages. Everyone has an important job

to do, and teamwork is essential. Outstanding performance and ability are quickly recognized and rewarded.

But being a small organization also has some disadvantages. Only a small segment of the nation's young men and women are exposed to the work the Coast Guard does. Which makes

it difficult to attract the young people we need.

And that's where you can help, by spreading the word about the job opportunities the

Coast Guard offers. Call our toll free recruiting information line 800-424-8883 for more information or the location of your nearest Coast Guard recruiter.

**THE
COAST
GUARD**

Vantage perfects low-tar 100's.

© 1977-R.J. REYNOLDS TOBACCO CO.



Introducing Vantage 100's.

You may not have known it, but those extra long 100's that so many smokers find popular are usually extra long in tar.

And that means they couldn't be Vantage. Because Vantage was made for smokers who wanted a cigarette that was low in tar and high in flavor.

So we resisted the trend. Until we could perfect a 100 with the famous Vantage combination of full flavor and low tar.

Well, we've done it. In new Vantage 100's. A blend of flavor-rich tobaccos with tar levels held down to the point where good taste still comes through.

That's the Vantage point. And that's the point of Vantage 100's. There's never been a long cigarette quite like it.

Try a pack today. We think you'll go along with us.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

11 mg. "tar", 0.9 mg. nicotine av. per cigarette, by FTC method.



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can help you discover and protect
the real value of your business...

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To find out how a Prudential Business Valuation program can fit your company's specific needs, just pick up the phone and say, "Hello, Prudential."

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Prudential Business Valuation can help. With the aid of a computer, a specially trained Prudential representative can help you and your accountant estimate the true value of your business, including your own value to the business.

Assure Fair Settlement

With proper Business Valuation and the advice of your attorney, you and your Prudential specialist can determine the amount of life insurance coverage you need. Then, in case of your death, the money will be there to help pay taxes and administrative costs so that the business can continue, or to help make sure your family receives the full value of the business if it's sold.

Call Prudential

So give Prudential a call. It could be one of the most important business decisions you ever make.



Prudential

"Publishing Without Glamor"

I read with interest the February, 1977, Special Career Issue of **BLACK ENTERPRISE**. Of particular interest was the article, "Publishing Without Glamor," written by Hal Bennett and Lew Roberts.

To my knowledge, their article is the first to highlight opportunities in educational publishing. The points of view of the persons interviewed expressed the range of concerns facing blacks in publishing today. We are faced with contradictory situations—the need to produce a highly marketable product, while increasing the level of representation of black persons and culture.

During the two years I have worked with Houghton Mifflin, much of my recruiting activities have been geared to promoting the consideration of careers in educational publishing. This article will greatly facilitate this task. I have forwarded copies of BE's article to Harold T. Miller, president and chief executive officer, and John T. Riordan, senior vice president and director of the School Division.

My congratulations on what I think was an excellent job by **BLACK ENTERPRISE** in highlighting opportunities in little-known industries. The writers did a fine job in encouraging blacks to explore these vital fields.

Shelia Y. McCann
Corporate EEO Coordinator
Houghton Mifflin Co.
Boston, Mass.

Apologia

In the March issue, we at **BLACK ENTERPRISE** committed a serious oversight. Credit should have been given to the Joint Center for Political Studies for information related to the charts and graphs in our story, "The Rise and Fall of Black Politics." We apologize to the Joint Center for the omission of the credit line due them.

Supporting Black Business

All of us at Gateway Designs wish to express our thanks for your excellent handling of the article done on Gateway Designs in the "Making It" section of January's **BLACK ENTERPRISE**.

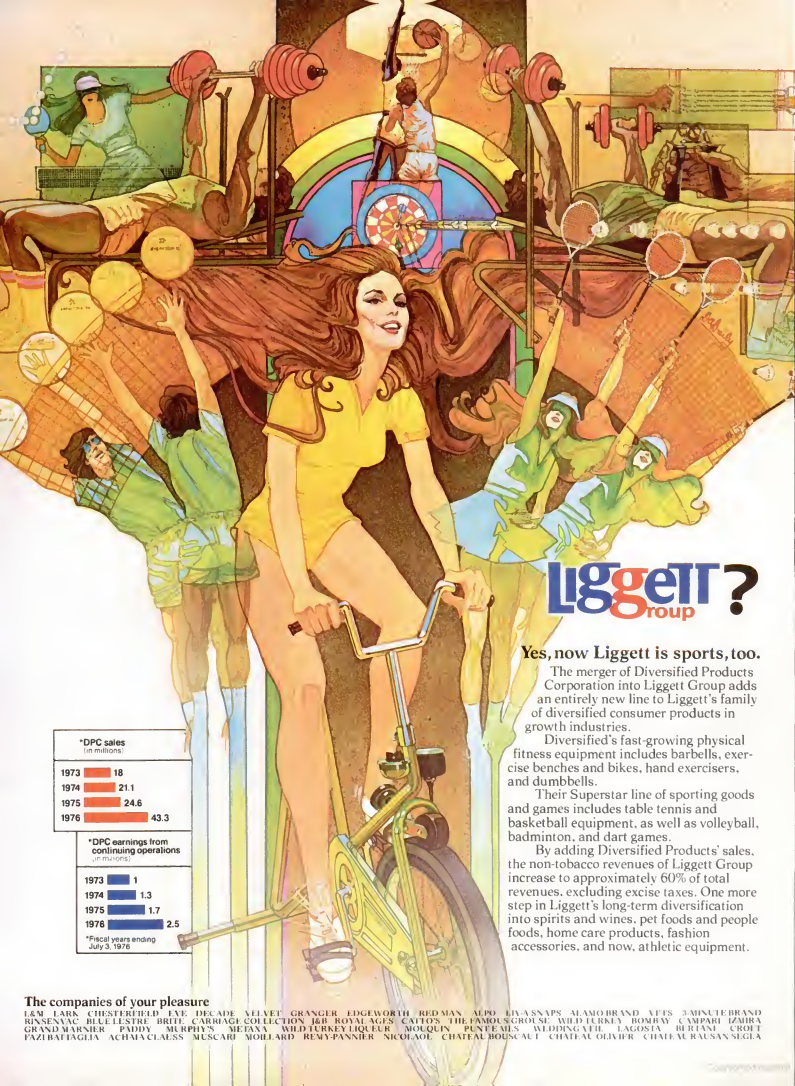
Thomas E. Davis
Gateway Designs
Brooklyn, N.Y.

In a world full
of synthetic everything,
we've kept
one thing natural.

Rare scotch.



JB
RARE
SCOTCH



Liggett?

Yes, now Liggett is sports, too.

The merger of Diversified Products Corporation into Liggett Group adds an entirely new line to Liggett's family of diversified consumer products in growth industries.

Diversified's fast-growing physical fitness equipment includes barbells, exercise benches and bikes, hand exercisers, and dumbbells.

Their Superstar line of sporting goods and games includes table tennis and basketball equipment, as well as volleyball, badminton, and dart games.

By adding Diversified Products' sales, the non-tobacco revenues of Liggett Group increase to approximately 60% of total revenues, excluding excise taxes. One more step in Liggett's long-term diversification into spirits and wines, pet foods and people foods, home care products, fashion accessories, and now, athletic equipment.

*DPC sales
(in millions)



*DPC earnings from
continuing operations
(in millions)



*Fiscal years ending
July 3, 1976

The companies of your pleasure

L&W LARK CHESTERFIELD E&E DECADE VELVET GRANGER EDGEWORTH REDMAN ALPO LIVASSAPPS MAMOBRAND VETS 3-MINUTE BRAND
RINSEVAC BILEL ESTRE BRITZ CARRIAGE COLLECTION I&R ROYAL AGES CATO'S THE FAMOUS GROSJE WILD TURKEY BOMBAY CAMPARI IZMIRA
GRAND MARNIER PADDY MURPHY'S METAXA WILD TURKEY LIQUEUR MOUQUIN PUNTE MIS WEDDING GAIL LAGOSIA BIRITANI CROTT
FAZIRATTAGLIA ACHIMACLAUSS MUSCARDI MOILLARD REMY-PANNER NICOLAIOL CHATEAU MOUSCAUT CHATEAU OLIVIER CHATEAU SAUSAN SEGIA



Why are you parts
cluttering up
my GTE ad?

Hold it.
The people who buy
125,000 kinds of Sylvania
high precision parts
think this is our GTE ad.

To millions of people, we're the phone
company. But millions of other people
know us as the manufacturer of
industrial products, communications
equipment, lighting,
and TV and stereo sets.

GTE

We're a lot more than a phone company.

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**"If somebody's got a way to
end time-wasting
copier line-ups
I WANT IT!"**



End long walks to the copier, and traffic jams when people get there. And possibly save thousands of copying dollars every year!

How? Ask for a 3M Copier Value Analysis.

And let 3M show you how to assign your copying to the most cost-effective machines for each kind of copying you do.

For example, four 3M automatic copiers give you convenient satellite copying. Our "Secretary" II Plain Paper Copier gives you sharp copies on almost any paper. And three "VQC" copiers let you choose higher speed or lower cost. For central reproduction, 3M's "VHS-R" Plain Paper Copier offers the cost-cutting advantage of fast, simple reduction copying.

So end copier traffic jam-ups . . . possibly save thousands of dollars a year. Ask 3M for a no-obligation Copier Value Analysis. The people who can do it are at your local 3M Business Products Center.

Talk with the copier people from **3M**
COMPANY

**What you want
you get...
from
3M!**



NEWSLETTER

MILITARY SHOPS FOR BUSINESS

The Defense Industrial Supply Center (DISC), a purchasing agency of the U.S. Armed Forces, will sponsor a Business Opportunity Fair to encourage trade between manufacturers of industrial hardware and the Armed Forces. The Fair will be held April 20-21 at 2800 South 20th Street in Philadelphia. The two-day event is free and will be attended by federal contracting officers and small business advisors. For more information about the DISC Fair, call area code 215/697-2367.

STOKES SEEKS TO AMEND HEW BILL

Congressman Louis Stokes (Dem-Ohio), sponsored four amendments to the Labor & Health, Education and Welfare Appropriations Bill. Together, the amendments appropriate an additional \$67 million for the bill. Stokes seeks to add \$55 million to a program designed to conserve energy by weatherizing the dwellings of low-income people, and another \$10 million to existing programs--like Talent Search and Upward Bound--designed for disadvantaged children. Stokes' other amendments would appropriate an additional two million dollars to help medical schools recruit minorities, and \$326 thousand to Morehouse College to found a new medical school.

ROCKWELL STARTS AEROSPACE MESBIC

Rockwell International's newly established subsidiary, Space Ventures, is the nation's first aerospace industry MESBIC. The Rockwell subsidiary will provide venture capital and management assistance for minority-owned firms that supply production services to the nation's aero-

space program. Officials at Rockwell hope that Space Ventures will give a boost to the Space Shuttle minority business subcontracting program. For more information about Space Ventures, contact Dan Sword at area code 213/647-5051.

MORE JOBS FOR ELDERLY

The U.S. Department of Labor has allocated \$15.2 million to state governments--under the Senior Community Service Program--to subsidize 3,800 jobs for persons aged 55 and over. The project will start July 1 and last for a year. Participants will work in day-care and senior citizens' centers and hospitals. To learn more about the Senior Community Service Program, contact your local Office for the Aging.

LEADERSHIP PROGRAM SEEKS FELLOWS

The Education Policy Fellowship Program (EPFP) wants applicants for the program year, September 1977-August 1978. The EPF Program is sponsored by George Washington University, and is designed to develop participants' leadership and policy-making skills. EPFP fellows are chosen from a variety of professional fields. For information and applications to the EPF Program, contact Betty Hale at area code 202/223-3415. Applications must be postmarked by April 18, 1977.

FREE VACATION WORKSHOP

The Women's Center, a program of the National Council of Negro Women, will conduct a series of vacation planning workshops. The workshops are free, and will be held on June 14, 21 and 28 at the Center's Manhattan office. For further information about the workshop, contact Arlene Gilbert at area code 212/964-8934.



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Bell System Account Executive Bob Parker worked closely with Rex-Call's Direct Sales Manager, Conrad Schuessel, to improve the efficiency of the program, bringing down the cost of each call from \$1.50 to under \$1. He also introduced Bell's sales training programs and installed their 24-hour answering service.

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BE-5

Lenny Lyles Scores as Entrepreneur

Thomas Wolfe once said, "You can't go home again." Well, some can and some can't. Lenny Lyles, football superstar turned businessman, is one who can and did. Louisville, Ky., was where Lyles grew up. And Louisville was where he played collegiate football, and earned a reputation for his prowess on the gridiron. Lyles left the Bluegrass State in 1958, when he was drafted by the National Football League's Baltimore Colts. After an inauspicious debut as a Colt, Lyles came into his own. And, in the spring of his prime was billed not only as premier defensive halfback for the team, but as the fastest man ever to carry the football. After 11 bruising seasons, Lyles' body tired more easily. The games became unbearably long. The injuries took longer to heal. And inside, he knew it was time to quit.

Reluctantly, Lyles retired. Behind him were the glory days, the exhilaration of break-away runs on grass-carpeted fields, and stadiums packed to the rafters with boisterously cheering fans. Ahead lay a new career. And to pursue it, Lyles returned to Louisville. He joined his hometown-based Brown & Williamson Tobacco Co.—for whom he had worked during the football off-seasons. He eventually established his own business. Lyles did not wait until his heyday was over to develop a post-athletic career. He developed it when the going was good. And for Lyles, the going is still good.

While he no longer races across the gridiron on Sunday afternoons, he has made some impressive financial gains. He is not only director of equal opportunity affairs for the Brown & Williamson Tobacco Co., but the proprietor of a small conglomerate in Louisville. His businesses include a shopping plaza, a tavern and an eight-unit apartment building.

The most important of these ventures is the 55,000-square-foot shopping plaza which he opened two years ago. It has since grown into a \$115,000-a-year enterprise. Lyles is proud of the fact that he established the plaza without the help of government lending agencies. The family-owned venture was financed with a construction loan from the Louisville Trust Bank and a 20-year mortgage loan from the town's Commonwealth Life

Insurance Co. Cracks Lyles, "In twenty years it will all be mine." The plaza, located on one of the town's main streets, leases space to four tenants—Convenient Food (a local franchise), Louisville Trust Bank, Porter Paint Co., and the U.S. Post Office.

Lyles also owns Lenny's Apartment building. It is located near the shopping plaza and comprises eight, three-and-a-half-room units that rent for \$100 a month. Because Lyles is reluctant to raise his tenants' rent, the property earns him little profit—just \$5,000 annually. Lyles, nonetheless, is content. He points out that most of his tenants are elderly, living on fixed incomes, and simply cannot afford to pay more.

Another of Lyles' investments is the Lenny Lyles Sports Club. Styled in the fashion of an English pub, the tavern caters to a clientele that, suprisingly, is

about 80 percent white. Besides food and drink, the tavern provides exercise equipment and a steam room for members of its health club. More importantly, it provided gross revenues of more than \$87,000 for Lyles last year.

At heart, Lenny Lyles is a competitor and his competitiveness keeps him going. He copes with the ups and downs of managing his mini conglomerate—despite the fact that he has lost a few hairs in the last five years. And because Lyles copes, the bottom line is that his businesses annually gross more than \$200,000. So, as an entrepreneur, the former gridiron star has scored. And they love him for it in Louisville, because in Louisville they love winners. Points out Lyles, "Running a business is much like playing football. Sometimes you get knocked down, but you always manage to get back up." Especially for the hometown fans.



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H A I T I

SUNSHINE, MAGIC AND MEMORIES

Small boys play soccer, using paper cups and tin cans as makeshift "footballs." Young women, clad in neatly pressed frocks, offer an impromptu fashion show. Lovers—young and old—stroll casually; seemingly impervious to the goings-on around them. On a clear and sunny afternoon, Le Champ de Mars—the largest public park in Port-au-Prince—is buzzing with activity.

It is a scene that is being repeated in villages and towns throughout the western third of Hispaniola, Haiti's portion of the sprawling Caribbean island shared with the Dominican Republic. For the Haitian, Sunday is set aside for renewal of the body and spirit. It is a time to forget both the joys and sorrows of the past six days, and look to the new week with determined optimism.

In the crowded Champ de Mars, on this particular Sunday afternoon, the ambience is decidedly gay and friendly. The rhythmic sound of Creole—the popular idiom of the people—permeates the air as Haitians from every social station move about like guests at a colossal block party.

Only once during the festive afternoon is there a cessation of movement and chatter. At the beginning of its weekly concert, a military band plays the Haitian national anthem, and the response from the crowd is ever so impressive. Inside the park, and as far as the sound of the band will travel, scores of black men, women and children appear almost totally anesthetized by the haunting melody. When it is finished, an elderly peasant woman murmurs softly to no one in particular: "La liberté."

This old woman may not have spent a day of her life in a classroom, but she—like most of her compatriots—learned the history of her land at the knees of her elders. In broken French, she explained that she and others gathered in the park were de-

scendants of Toussaint Louverture, Jean Jacques Dessalines, Henri Christophe and other leaders of the Revolution that drove out the French more than 175 years ago, and established Haiti as the first black Republic. "La liberté," she went on to say, had been the battle cry of the revolution.

Two days earlier, BLACK ENTERPRISE art director Ed Towles and I had visited Cap Haitien, the north coast city where the world's only successful slave rebellion had begun in 1791 and culminated in victory 13 years later.

Our day in "Le Cap" had begun with a hearty breakfast at the Mt. Joli Hotel, a comfortable and modern facility, perched on a hilltop overlooking the sea and city. Walter Bussenius, the hotel's amiable proprietor, had been generous with his hospitality. As his well-groomed waiters served up a meal of fresh fruits, juices, eggs and bacon, Bussenius—who

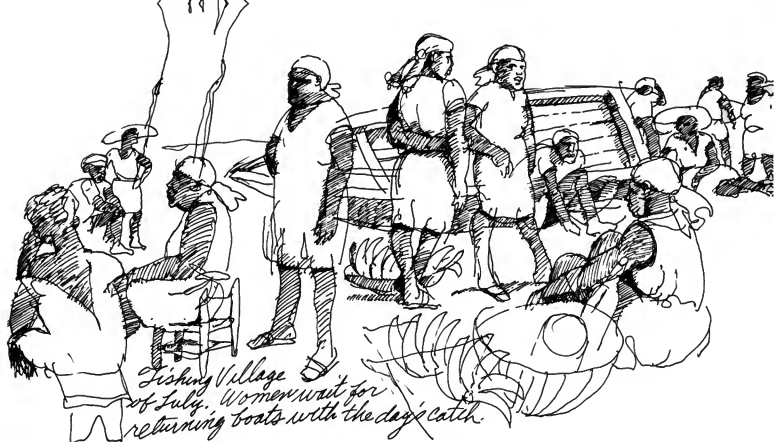
studied at Atlanta University—complained about the dearth of black American visitors to Haiti. "We have so much to offer the black American tourists," he exclaimed. "One can find sand, sun and sea any place in the Caribbean. Here, the black American will find people eager to receive him and share with him our rich and noble history."

As if he felt compelled to prove a point by his own deeds, Bussenius offered to drive his guests to the Morne Rouge, a mountainous forest, where the sparks of the revolution were ignited. According to legend, the first leader of the dissident slaves was a voodoo priest called Boukman. On a stormy night in August, 1791, Boukman is said to have issued the call for rebellion at a voodoo ceremony in the Morne Rouge. Boukman, it is believed, incited his followers to rebellion with this simple prayer: "The god who created the sun which gives us light, who rouses the waves and rules the storm, though hidden in the clouds, he watches us. He sees all that the white man does. The god of the white man inspires him with



*Phy. Hotel, Port-au-Prince
Haiti 1/77*

By Jacob Wortham



crime, but our god calls upon us to do good works. Our god, who is good to us, orders us to revenge our wrongs. He will direct our arms and aid us. Listen to the voice of liberty, which speaks in the hearts of us all."

As we left the mountaintop, Bussenus informed us that the history lesson was not yet complete. Back at the hotel, an "older" and "wiser" tutor awaited us. Patrick Delatour, a proud and portly middle-aged man, would accompany us to other points of interest. The first stop would be the great Citadel Laferrière, built during the regime of King Henri Christophe, one of Haiti's rulers during the early years of independence. Often described as one of the eight wonders of the world, this impressive structure stands majestically on the crest of a mountain peak, the Bonnet L'Eveque, 2,600 feet above the village of Milot. Twelve years of manpower were expended before the fort, with walls 12 feet high and 20 feet thick, was completed in 1870. "King Henri did not trust the French to leave Haiti in peace," Delatour explained in a tone of voice that sounded at once proud and pedagogic. "His goal was to build a fort that would secure the new nation against invasion by France or any of the other powerful countries of the day."

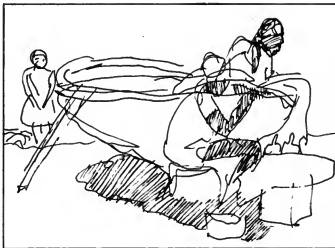
The expected invasion never came, but now, more than a century and a half later, Christophe's Citadel is the pride of every Haitian and a monument to human endurance. It is difficult to imagine that every single stone, every grain of sand and all the other materials used in construction of the fort were transported to the mountaintop by workmen travelling on foot. It is said that 20,000 men died as a re-

sult of their labors on the monumental Citadel.

Even today, reaching the Citadel is no easy task, and the journey is not recommended for the faint-hearted. The first half of our two-hour sojourn passed rather rapidly. A skillful driver, behind the wheel of a sturdy Land Rover, transported us to a tiny hillside community midway up the steep incline leading to the Citadel. The remaining four miles would have to be tackled on foot or on what the tourist guides had described as "sure-footed horses" available for hire. These "sure-footed" creatures were, in fact, rather ancient and obstinate mules. A retired Texas businessman took one look at the lot and inquired amusingly, "Who was here first, the mules or King Christophe?"

As luck would have it, I managed to pick a beast who was in no mood to make the trip up the rough and rocky trail. After he had attempted to dump me for the fifth time, I thought it might be wise to respect his wishes and continue the journey on foot. Several other visitors had elected to do the same. It was a tough climb, but any discomforts suffered on the way up were quickly forgotten once we reached the summit of Bonnet L'Eveque.

The view from the top was nothing less than spectacular. On a clear day, ships could be spotted within a 25-mile range of port. Inside the fort, more than 45,000 cannonballs are stored in the munitions room. Bronze cannons captured from the French Army—and bearing Napoleon Bonaparte's insignia—rest in the fort's embrasures. The structure was capable of housing 10,000 troops, with more than 40 rooms being reserved for use by the royal family. "This



H A I T I

is an important moment for me" beamed an elderly Haitian man who had accompanied his 17-year-old American-born grandson on the teenager's first visit to the Citadel. "I played here as a child, and so did my son," the old man exclaimed excitedly. "I wanted to come here with my American grandson before I pass on. America is a great country, but my grandson should know that he never has to be ashamed of his ancestral home." I said my farewells to the old man and his descendant as they stood, arms locked, before Christophe's tomb, that bears the inscription: "Here lies Henri Christophe King of Haiti. I am reborn from my ashes."

On the way to the airport, and the 45-minute trip back to the capital, I decided to take the old man's advice and view the ruins of the Sans Souci Palace. Before it was devastated by an earthquake in 1842, Sans Souci, Haiti's Versailles, —also built at the command of Christophe—had been the envy of the European rulers of the 19th century.

As the small aircraft—loaded with American tourists—winged its way back to Port-au-Prince, most of the people on board seemed hard-pressed to find superlatives to describe their day's experience. Perhaps, the most decidedly frank comment came from a matronly lady who turned to her travelling companion and said: "I'm glad I came. I have travelled all over the world, but for the first time, I am going back to Louisiana with a deeper appreciation for people who are not like myself."

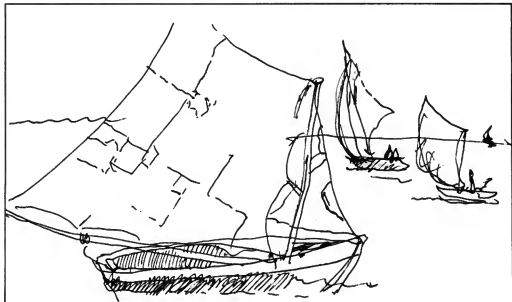
The woman's reflections were interrupted by an announcement from the pilot, who informed us that we would be landing at François Duvalier Airport in 5 minutes. As we disembark, dusk is beginning to fall on the capital city, and in the surrounding hills the hypnotic palpitations of voodoo drummers signal the end of the work day and summon the faithful to rituals that will—in some cases—go on for most of the night. Voodoo, popular religion of the Haitian peasantry and urban proletariat, who make up 97 percent of the country's population, combines animist beliefs (African in origin) with Roman Catholic practices. Strangers are rarely admitted to "authentic" voodoo, but several staged versions are performed nightly for the benefit of tourists.

An ideal city for the insomniac, Port-au-Prince comes alive with the sunset. The major hotels offer nightly entertainment, but the favorite watering holes of most black American visitors appear to be Michelle's Scotch Club, a New York-style discotheque, and Le Lambi, a seaside nightclub and restaurant that attracts a mostly local clientele.

However frivolous the night, the wheels of commerce are always rolling in Port-au-Prince until at least an hour before dawn. "We never allow pleasure to interfere with business,"

a dapper young merchant exclaimed as he dashed off from Le Lambi one morning to open his shop. "Here, at night, the sky is blue, your heart is green, and everybody falls in love. In the morning, everybody forgets."

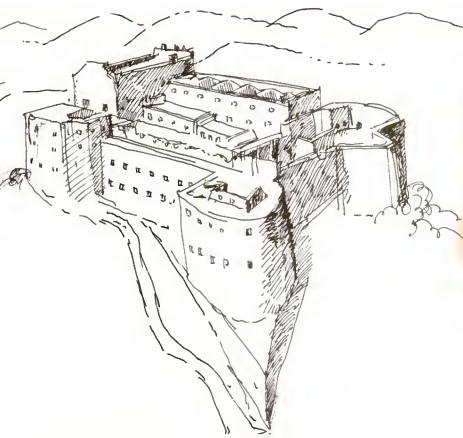
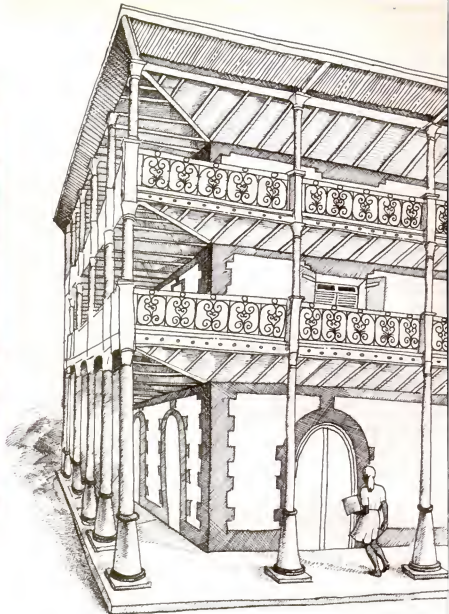
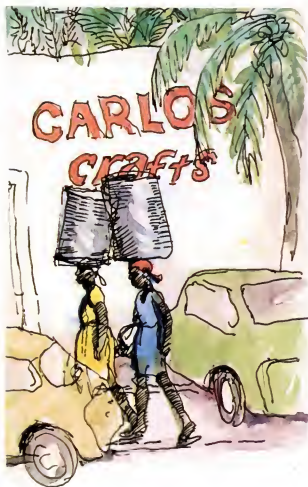
Indeed, in a country severely crippled by poverty, most Haitians take the business of earning a living quite seriously. Jobs are scarce, but so are loafers. Poor Haitians, who can't find steady employment, hire out their services as domestics, laborers and drivers on a daily basis, or they become entrepreneurs. One cannot walk a single block in downtown Port-au-Prince without encountering at least half a dozen street vendors, peddling everything from colorful fabrics to



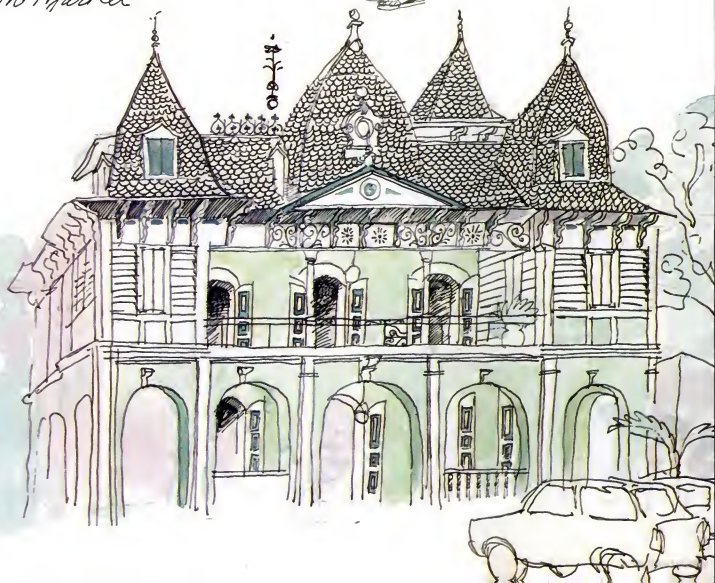
chewing gum. The more sophisticated and established hawkers are found at the town's old Iron Market, a red, tin roofed structure of oriental design. "It is a bit of West Africa in the new world," says Theo Duval, director of promotions for the Haiti Tourist Board. "The marketplace is still a very important part of the country's economic life, and at the iron market just about anything of value can be found. There is nothing like it any place else in the world."

Duval's description was not exaggerated. From the minute one enters the market, the senses are intoxicated by exotic odors and the sheer humanity of the whole spectacle. The vendors, mostly women, are aggressive and skilled in the ancient African tradition of bargaining. Nothing has a fixed price. The idea is to offer your goods for the highest price possible, and usually settle for whatever the buyer is willing or able to pay. After all, every single sale is crucial; sometimes determining whether there will be a decent meal at the end of a hard day's toil.

Two blocks north of the Iron Market, the pressures of daily trading become a little less rigorous at the old Mahogany Market. On display is one of the largest collections of handcrafted objects under a single roof in the Western Hemisphere. Some of the most talented woodcarvers in the Americas are to be found in Haiti, and visitors to the Mahogany Market are generally overwhelmed by the magnitude and diversity of the works offered for sale, from



Jacmel's intricately detailed buildings, left, and Port-au-Prince's gingerbread houses, below, along with the Citadel, are a part of Haiti's architectural legacy. Her greatest asset, however, is her people, seen here assembled at the Iron Market.



sculpture to saucers. With knives, awls and hand drills, the Haitian craftsman carves out the joys and tragedies of his daily life and his history.

And in Port-au-Prince, one wonders how much inspiration these craftsmen take from the abundance of public monuments and 18th and 19th century architecture. Along Lalue, the road connecting the city with suburban Petionville, "Victorian Gothic" or "Gingerbread" residences abound. Some of them, like Le Manoir, have been restored to their former glory. Now housing professional offices and shops, Le Manoir, the headquarters for an arts-and-crafts enterprise, is a square two-story structure of white-washed, pale green brick with iron pillars at the corners. But the most interesting feature of the house is its Mansard tin roof with eight peaked turrets over imposing windows.

Beyond Lalue, with its bold expression of Victoriana, stands Petionville, a bastion of the bourgeoisie. At 1,100 feet above the city, the air is cooler and drier. Tucked into the hillsides, amongst an array of tropical flora, are swank residences, hotels and guest houses.

And further up in the hills at Kenscoff, one begins to notice a dramatic change in the flora. Pine trees, and other evergreens, abound. The Haitians like to call it "a little bit of Switzerland in the tropics." The temperature never rises above 70 degrees in the summer and drops as low as 45 degrees in the winter months. One of the best times to visit the village of Kenscoff is Friday morning, when the peasants' market is in session, on a hillside along the main road. A more congenial atmosphere is not likely to be found anywhere, and few strangers leave the picturesque town without making at least one friend.

Back in Port-au-Prince, the afternoon sun has reached its peak, and I am overwhelmed by a primal urge to cool the body with the soft waters of the Caribbean sea. With some Haitian friends, I head for Leogane—an hour's drive from the capital—and a totally unspoiled fishermen's beach. Again, the people are warm and friendly. Small children, fascinated by the sight of a black man speaking an alien language, offer us fresh coconut water. Nearby, at a warm running spring, women wash clothes, cook and perform other domestic chores. Ever so often, one of the women would



look our way and burst into a broad smile as though to say: "We are pleased to have you visit us." I felt completely at home.

I had not been prepared, however, for the burst of hospitality that was showered upon us when we returned from our swim. Two elderly women, their charcoal black faces glistening in the Haitian sun, led us to a shaded spot where they had prepared a feast of fish stew, fried bananas and rice. I cannot recall ever having consumed a meal with such a strong feeling of appreciation and gratitude.

The following morning, as our van—provided by the Haiti Tourist Board—headed to the southern town of Jacmel, I kept thinking of the old Haitian proverb: "Beyond mountains, more mountains." The town's

link to the capital is a new highway—donated by the French government—that literally passes through a sea of mountains.

Jacmel, in contrast to bustling Port-au-Prince, is a quiet little storybook town, famous for its oranges, tangerines and large coffee plantations. At the town's front door is Congo Beach, with its black sand, and 20 minutes away, coconut and almond trees grow wild along two miles of white sand at Carrefour Raymond. "For a long time, Jacmel was virtually cut off from the capital because of the poor roads," says Eric Danie, manager of Pension Craft Guest House. "With the new road, we expect this area will become one of the most popular tourist spots in the Caribbean."

A visit to Pension Craft alone is worth the trip to Jacmel.

A 19th century mansion with wrought iron balconies, Pension Craft was built by Danie's maternal grandfather, a famous lawyer and politician during his day. The place was converted into a guest house 25 years ago, and today, members of the family still oversee every detail of its operation.

The delicious homecooked meals, for example, are prepared under the watchful eyes of Danie's sister and their 78-year-old mother. On the day we visited Pension Craft, lunch was delayed for a few minutes because Madame Danie felt that the sauce for the chicken creole could stand a bit more spice. "We don't want people to feel as though they are in a hotel," said Eric Danie as we sat on the front balcony overlooking the town square. "During my grandfather's time, members of the government—



H A I T I

including several presidents—always stopped with us when they visited Jacmel. My grandfather was well known for his hospitality, and we have tried to maintain the tradition."

Danie, who lived in New York City and Montreal for several years, has only recently returned to Haiti. "When I was ready to come back," he explains, "many of my friends asked me 'What are you going to do in Haiti?' And, I must admit there were times when I wondered if I would be bored stiff within six months. It hasn't happened, and I have been here now for almost two years. I am at peace with myself."

As a marketing executive—with an ascending star at a Fortune 500



company—Danie was just beginning to see a realization of the American dream. He's not quite sure yet, why he gave it all up to return to the poorest country in the Western Hemisphere. Perhaps he, and other returning expatriates, remembered the old proverb: "In Haiti, every man is a man." □

The persuasive pen and ink drawings throughout this article were executed by Edward Towles, art director of BLACK ENTERPRISE. Towles spent seven days in Haiti, travelling through all five of its regions, and has come to appreciate the Haitian sentiment that Haiti is the Pearl of the Caribbean. "True," says Towles, "but its people give it its gloss."

Jacmel's Pension Craft Guest House, one of Haiti's delights, is managed by Eric Danie. His 78 year old mother oversees preparation of all home cooked meals.



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From the moment you arrive in Port-au-Prince, you can't escape the feeling that, despite its poverty and its problems, Haiti is art and art is Haiti. Art is even hawked in the streets.

For the black tourist, the Haitian street vendor has a special ploy. He may address you as "Brother" or "Sister," implying that since the two of you share a common African heritage, you can trust him to offer you a fair deal.

Don't believe it. Buying from a street hawker in Haiti is much like buying from the guy who approaches you on the street in New York and asks: "Wanna buy a watch?" You've got to know what you're doing—or you'll be taken every time. You may not find out, until you've lugged it home, that the life-sized carving you paid \$50 for is crawling with termites.

So, one of the first guidelines when shopping for art in Haiti is: Don't buy anything on the street, especially sculpture, unless you just happen to want a cheap—and probably worthless—souvenir. And if you do, never accept the seller's first price. Bargaining is the way of street commerce in Haiti, as it is in Africa and the Middle East. Resist the first few offers and you may well wind up paying only a fraction of the original price. Your pride wouldn't hurt as much either if you pay only \$5 instead of \$50 for that wooden termite heaven.

Beware also of roadside stands. When you see an open shelf with a dozen or more identical statuettes, know immediately that they are machine produced and may have come from Taiwan

By John H. Hewitt, author of the forthcoming book, Masters of Haitian Art, and owner of one of the finest private Haitian art collections in the United States.

SHOPPING FOR HAITIAN ART



"Woman," By Bernard Sejourne

As if in witness to his ever-evolving search for new forms of expression, the paintings of Bernard Sejourne, 1977, are very different from those of Bernard Sejourne, 1975. His "modern" works are priced above average, but may soon be worth more.

or Hong Kong or—would you believe—Birmingham, England, where so much of the "African sculpture" sold on the streets of Nairobi is mass-produced.

How, then, do you shop for Haitian art in Haiti? Where do you go, how much do you pay, and whose work do you look for?

To get some idea of what Haitian art is really all about, begin with a visit to the *Musée d'Art Haïtien*. Operated by the Episcopal Church of Haiti as part of its College St. Pierre, and located in the Place des Heros near the center of Port-au-Prince, the *Musée d'Art* is easy to find and well

worth experiencing.

The curator, Pierre Monosiet, or one of his associates, will guide you through the collection. You will see paintings by distinguished artists such as Roland Dorcelly, Préfète Duffaut, Jean-Enguerrand Gourgue, Hector Hyppolite (1894-1948) and Philomé Obin, and metal sculpture by Georges Liautaud. These artists have been recognized the world over and are represented in the permanent collection of New York City's Museum of Modern Art.

You will see, too, a magnificent cross section of the three predominant styles in Haitian art: (1) the so-called "primitive" or "naïve" style, as reflected in the paintings of Hyppolite, Castera Bazile (1923-1966), and many others; (2) the "Cap-Haïtien" style, originated in the 1920s by Philomé Obin; and (3) the "modern" or "advanced" style as exemplified in the work of Antonio Joseph, Maurice Borno (1917-1955), Luce Turnier, Jacques Gabriel and others.

Also on exhibit at the Museum are fine examples of metal sculpture by Murat Brierre, and ceramic sculpture by Jasmin Joseph.

As you might expect, none of the art in the Haitian Art Museum's collection is for sale. So this is not the place to seek out bargains. But it is the place to experience the sheer joy of just looking at and learning about Haitian art of high quality, and to begin mentally sorting the kinds of paintings (or sculpture) and subject matter that you feel would enhance your own environment back home.

Follow up your museum tour with a visit to the major galleries, all somewhat different, but each carrying most of Haiti's great artists.

The galleries accept U.S.

HAITIAN ART

dollars and traveler's checks, and most honor the major credit cards—American Express, BankAmericard, Master Charge. But they generally take a dim view of personal checks, even though you may have an honest face and can present all kinds of proper identification.

In general, prices in the various galleries are competitive, that is to say, paintings of the same size by the same artist will usually sell for about the same price, no matter which galleries offer them for sale. In the pricing of art, however, a number of other considerations come into play. You may be able, for example, to pick up one of the delightfully stylized bird designs by St. Pierre, a self-taught artist who came on the



"Peasant Dance," By Wilmino Domond

The works of "naïve" painter Wilmino Domond have been widely exhibited in Europe and are on permanent public view at the Milwaukee Art Center and the Davenport (Iowa) Municipal Art Gallery. They sell within the \$300 to \$500 range at galleries.

scene only a few years ago, or a highly decorative Cap-Haitien market scene by Jude Obin, another newcomer, for about \$30. But the going rate for one of the living Haitian

"masters," such as Philomé Obin or Rigaud Benoit, may be \$2,000 or more. Early works by deceased painters—"collector's items" by Hector Hyppolite or Castera Bazile,

for example—command top dollar (up to \$15,000), as they rightfully should.

Most Haitian paintings, however, are not priced at either extreme of the \$30 to \$15,000 spectrum. The bulk clusters in the modest \$50 to \$250 bracket, a range covering some 250 painters and sculptors who, for the most part, work full time to produce their art. Hence, the output—and consequently your range of choice—is enormous.

You will be lucky if you can find a terra-cotta figure by Jasmin Joseph or a wrought iron crucifix by Georges Liautaud. These are somewhat rare and tend to be sold at the upper end of the \$50 to \$250 range. Mid-way the range is the metal work of Murat Briere, Serisier or Janvier Louisjuste, or the mahogany statuettes or masks by André Lafontant, Roger

HAITIAN GALLERIES

Port-au-Prince

CENTRE D'ART, at 17 Rue de la Revolution, was originally organized in 1944 as an art school and place for artists to meet and talk about their work. As such, it has played a unique role in the contemporary history of Haitian art. By putting paints, brushes and masonite boards (canvas was too expensive and difficult to come by) into the hands of working people—carpenters, tailors, stonemasons, groundkeepers, taxi drivers—and by guiding them in the development of their own natural talents, the Centre d'Art staff gave tremendous impetus to the "renaissance" in Haitian art that began in the 1930s. Today, its recently refurbished exhibit rooms under the direction of Francine Murat, the very

capable Haitian woman who took over not long after the death of DeWitt Peters in 1966, offer an eclectic selection of paintings, including the flowers and birds of Gesner Abelard, the angels of Gabriel Leveque, the collages of Luce Turnier, the mothers and children of the late Robert St. Brice, the children with toys of Bourmond Byron, and the working people of Montas Antoine and Alexandre Gregoire. There is also sculpture by George Liautaud and Murat Briere. GALERIE ISSA, on Avenue Chile, not far from the Olafsson Hotel, is owned and operated by Issa El Saieh, an emigré from the Middle East, who sometimes tends to place a little extra emphasis on those artists currently working in his own gallery's studios. Nevertheless, the gallery offers a wide selection, ranging from the voodoo ceremonies or *loa* (spirits) by

André Pierre, the *houngun* (voodoo priest) who lives and works in Croix-des-Bouquets, to the peasant-life scenes by Gerard Valcin, a former tile setter who lives and works in Carrefour. You are also apt to find the still lifes of Sisson Blanchard, the jungle scenes of Philton Latortue, the flowers of Gabriel Alix and the fruits of Fernand Pierre. GALERIE MONNIN, at 382 Avenue J.J. Dessalines, is managed by young Michael Monnin, whose French-speaking family emigrated to Haiti from Switzerland and opened the gallery in the 1950s. Monnin has recently been encouraging new artists such as Roland Blain, Calixte Henri and Descollines Manes. Other artists and exhibits he favors are Jocelyn Agenor, Serge Blaise, Jean Eliud Coachy, Francois Dominique, Joseph Gabriel, Carlo Jean Jacques, Hilomé José, Fritz Lamothe, Georges Laratte, Jacques Louissaint, Gerard

Paul and Lionel Vernet. GALERIE NADER, at 92 Rue Magasin d'Etat, near the telephone company building, probably carries the largest inventory of painting and sculpture in Haiti. You will see works by Seymour Botte, Dieudonné Cedor, Wilmino Domond, Gervais-Emmanuel Ducasse, Préfète Duffant, Jean-Enguerrand Gorgue, Harry ("Ariac") Jacques, Joseph Jean-Gilles, Franklin Latortue, Lyonel Laurenceau (who lives in Canada), Casimir Laurent, Ernst Louizor, Philomé Obin (and family), Salnave Philippe-August, Lountverture Poisson, Micius Stephane, Philippe Vieux, Pauleus Vital and Bernard Wah (who lives in New York). The proprietor, Georges Nader, who was born in Haiti of Lebanese-Syrian parents, also shows painting and sculpture at Villa Nader, 4 Croix-Desprex, Port-au-Prince, and at Pension Craft in Jacmel.



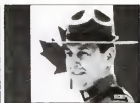
Welcome



Welcome



Bemvindo



Welcome



مرحبا



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歓迎



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HAITIAN ART

Francois, Georges Laratte, Emmanuel Paul or Maxi St. Felix. (In this connection, a visit to the studio of André Dimanche, located almost in the shadow of the Hotel Oloffson, is in itself an experience not to be missed by anyone seriously interested in sculpture.)

The \$250-up category generally covers artists with firm reputations who have been widely exhibited abroad and whose works are in museum collections in the United States and Europe. In addition to the "masters" previously mentioned, this group is apt to include such artists as Bernard Sejourné, Salnave Philippe-Auguste, Antonio Joseph, André Pierre, Gerard Valcin, Joseph Jean-Gilles, Felix Bryoché, Pierre Edugene, Max



"Cap-Haitien Peasants," By Jude Obin

The works of Jude Obin—competent, highly decorative, although virtually unknown disciple of the "Cap-Haitien" painting style originated in the 1920s by his grandfather, Philomé Obin—currently sell at Port-au-Prince in the low \$30 price range.

Pinchinat and Jean-Baptiste Bottex.

All the galleries will, at no extra charge, securely wrap

your purchases, whether framed or unframed, so that you can hand carry or check them at the airport along

with your luggage. Some will also crate and ship your purchases by airfreight for about \$40, but this is not recommended, unless absolutely necessary, because it may take a month or more for the package to arrive at your local airport, and clearing the package through U.S. Customs can be troublesome indeed.

Years ago, an anonymous wag observed that although Haiti has only about 5 million people, she must have 8 million artists. The newcomer to Haitian art may well get this impression upon encountering its almost unbelievable variety and scope. But there you have it. Art is Haiti and Haiti is art. Buy the pieces you really like, pay a fair and reasonable price for them, and you can look forward to a lifetime enjoyment of the art you own. □

HAITIAN GALLERIES

GALERIE NEHEMY, located on Ruelle Berne, in the "Lalau" section of town, is operated by Nehemy Jean, a very capable Haitian artist. Knowledgeable and astute, Jean has a fine eye for new talent and, in recent years, has encouraged the metal sculpture of Edgard Briere (younger brother of Murat Briere), the "modern" paintings of Rosemarie Desruisseau, and the more traditional work of Georges Auguste, William Decilien, Kessel Franklin, Eric Girault, Claude Henri, Felix Jean, Jean-Rene Jerome, Fritz Lamothe, Lucien Pradel, Louines Mentor, Frank Robuste, Wesner Pierre-Louis, David Rouzier, Jean-Louis Senatus, Roosevelt Sannon and Raoul Viard. Some of these painters have emerged from Jean's atelier

where he enrolls students in painting and design. But, of course, the gallery also offers works by other, more firmly established artists.

GALERIE PINCHINAT, at 106 Bois Verna, caters to collectors whose tastes run to "modern" or "advanced" Haitian art. The gallery specializes solely in the works of Max Pinchinat.

GALERIE SEJOURNÉ, at 83 Bois Verna near Gallerie Pinchinat, is another spot for visitors interested in "modern" paintings. The gallery offers, exclusively, the works of Bernard Sejourné, one of Haiti's most talented and creative young artists.

Pétionville

GALERIE MEHU, on Rue Pan American, opposite the Montana Hotel entrance, is operated by an energetic young Haitian, Hervé Mehu, who started out by working as a salesman at the Centre

d'Art. He has recently promoted exhibitions in Boston, New York City and Washington, D.C. Interested in the new directions that Haitian art might explore, he tends to favor artists of the "modern persuasion," offering works by Gesner Armand, Jacques Gabriel and Emilio ("Simil") Similcar, as well as the newer "primitives" like Jackson Mésidor and Patrick Villaire. Sculpture is mainly in metal, and by the oft-mentioned Murat Briere, or Gabriel Bien-Aime, three of whose forged steel pieces are on permanent view at the Milwaukee Art Center. **NATIONAL ART GALLERY**, at 20 Rue Pan American, may sound as though it is connected with the Haitian government, but it isn't. Privately owned by Himmler Louissaint, a Haitian, the gallery exhibits the works of many artists including Raymond Desir,

Ismeus Desrivieres, Claude Dominique, Ricardo Godefroy, Jacques Laroche and Raphael Surin—and the management seems to have a special penchant for the work of Celestin Faustin.

RED CARPET GALLERY, on Rue Pan American, opposite the Villa Creole Hotel entrance, is managed by Andrew Saba, whose family emigrated to Haiti from the Middle East many years ago. This gallery stocks a large inventory of paintings by Emmanuel Pierre-Charles, Josue Joseph, Jean Laurent, Fritz Rock and even the late Pétion Savain (1906-1973), often called "The Father of Contemporary Haitian Painting," because he was the first Port-au-Princien to take up the brush in the 1930s. Sculpture is also well represented, with mahogany pieces by Maxi St. Felix, Roger François and Ludovic Booz, one of the few Haitians to also work in bronze. □



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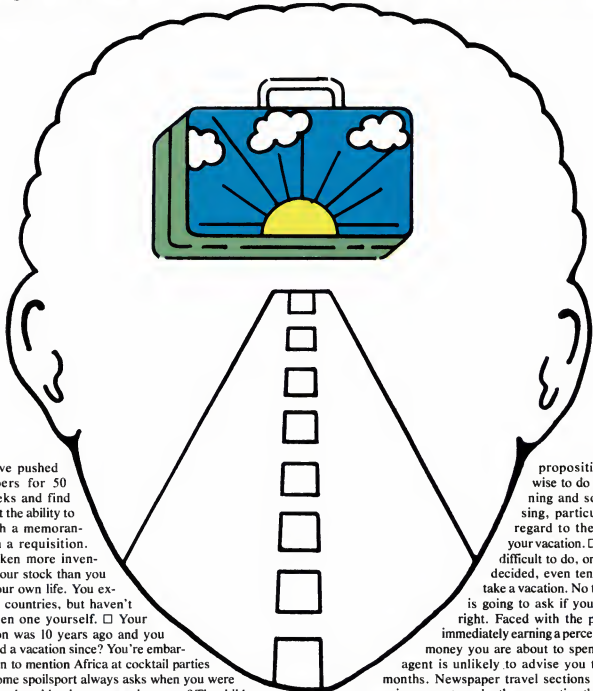
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THE TIME IS NOW OR IS IT?

Knowing when to take your vacation is as important as knowing where you want to go



You've pushed papers for 50 weeks and find you've lost the ability to distinguish a memorandum from a requisition. You've taken more inventories of your stock than you have of your own life. You export to 37 countries, but haven't visited even one yourself. ☐ Your honeymoon was 10 years ago and you haven't had a vacation since? You're embarrassed even to mention Africa at cocktail parties because some spoilsport always asks when you were last there, and you'd rather not mention never? The children are away at camp and you find yourself watching "Sesame Street" alone? ☐ Clearly, you need a vacation. And the time is now... or is it? Before you even start thinking about boarding that plane, or loading up the car, or packing the kids off to Grandma's, or surprising your wife with champagne and "the

proposition," it is wise to do some planning and some assessing, particularly with regard to the timing of your vacation. ☐ But that is difficult to do, once one has decided, even tentatively, to take a vacation. No travel agent is going to ask if your timing is right. Faced with the prospect of immediately earning a percentage of the money you are about to spend, a travel agent is unlikely to advise you to wait six months. Newspaper travel sections and travel magazines operate under the assumption that the reader knows the best time to luxuriate in the delectable offerings and experiences they chronicle. And the average cocktail party conversationalists would willingly eat olives laced with arsenic before ever admitting that they went to the wrong place at the wrong time. Those in tune with today's society, however,

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THE TIME IS NOW

those who understand that even time is a part of economics, will be able to use time instead of letting time use them.

Time, of course, has a number of meanings. It can mean time of year, or time of your life, or a lot of other times in between. As our rich technological society has developed, time has taken on additional meanings and additional burdens. Indeed, in recent years a small but increasing number of researchers have begun to define an "economics" of time that parallels and functions as an integral part of our economic system.

We, in America, are living in an era in which we, theoretically, enjoy an unprecedented amount of leisure, i.e. non-working time. Beginning about 1890, unionized industries agitated for the eight-hour day. World War I, rather than halting the movement, benefited it. As in other periods of intense business activity, there was heightened competition among industries for labor, and as a result, reductions in hours and other benefits were gained by labor without strikes. During the 1930s, these benefits were extended to more workers through passage of the Wagner and Fair Labor Standards Acts, which provided for time-and-a-half payment in covered employment for work over 44 hours a week. Correspondingly, from 1929 to 1961, the number of workers taking paid vacations rose from a minority to a large majority of all workers in the United States. The number of paid holidays also rose sharply, accelerating significantly during World War II. During that period, paid annual leave, formerly an exclusive province of office workers, was extended to a number of blue-collar, mass-production industries. Since the 40-hour week became relatively stabilized in the 1920s, much of the increase in available leisure time has been in the form of fewer days worked per week, or fewer weeks worked per year, rather than in fewer hours per day.

Naturally, these changes have had a marked effect on the economy. The recreation business, which formerly served only the wealthy, has expanded to accommodate the needs and desires of all segments of society. The more and longer the vacations enjoyed by

American workers, the better for the recreation and entertainment industries. Other large industries can be said to have benefited as well through increased worker satisfaction and productivity during working hours. For small businesses, however, the increase in paid leisure time represents a considerable burden. Many small manufacturers and owners of businesses with 50 or fewer employees have had to make critical decisions with regard to timing their

**In the quest for the
almighty dollar, there
is little time regarded
as sacred.**



workers' paid leisure time, particularly annual leave.

There are countries where the entire cultural flow is geared toward uniform leisure-time customs. Enterprises in France, whether small retail stores or large manufacturing concerns, have traditionally closed at midday for an hour or two, rather in the same vein as the Mexican siesta time. And, August has traditionally been the month when the business sector practically grinds to a halt and urban workers take off for the countryside. The Gucci shoe stores are notorious for their snobbishness, but do not mistake their daily one-hour closings around noontime, even at the Fifth Avenue, New York City store, for arrogance; it is, primarily, a cultural practice.

Americans do not share this cultural tradition. In the quest for the almighty dollar, there is little time regarded as sacred. For the small businessman or manufacturer, however, continued operation, when just two or three employees are out on annual leave, can produce considerable hardship. More and more frequently, not for cultural but for purely practical, economic

reasons, such small concerns are closing down completely for whatever period is encompassed by their employees' legally due paid annual leave.

There are advantages to this policy other than those involving worker supply. A plant, or even a small store, that shuts down for two weeks, uses only a minimum amount of electricity or fuel—a savings that can, at least in some measure, offset whatever profits might have been lost during the period of suspended operation. Of course, the logical time to suspend business activity is when the goods or services provided are in least demand—which is why the American business mind cannot understand European custom. Summer is the time when Europe enjoys its largest tourist business, and the thought of all those lost tourist dollars is enough to cause the average American businessman to feel faint. American businesses choose the time of least business activity, whether or not it is completely satisfactory to the workers, who, after all, are guaranteed only the vacation, not the right to schedule it.

Whether or not they have the right to choose the timing of their vacations, Americans enjoy a considerable amount of leisure or non-working time. In the days when the industrial phenomenon was developing, it was predicted that the quality of life would improve immeasurably, that it would become more tranquil and harmonious. Exactly the opposite has happened. Somehow, our lives have become not more tranquil, but more hectic. The axiom that economic growth brings with it an increased scarcity of time is now irrefutable.

According to today's new school of time economists—among them Staffan B. Linder, author of *The Harried Leisure Class*—time obeys many of the same laws that we usually recognize as economic principles. There is a certain supply of time. Unlike other economic resources, however, time cannot be accumulated for future use. There is no way to stockpile it. But time is exactly like other economic resources in that there is a certain demand for it. And the modern worker's demands for time have increased almost in exact ratio with his demand for higher wages.

The more productive an economy, the higher the wages its workers can demand, and acquire. The higher the wages a worker earns, the more he can

By Jim Haskins

THE TIME IS NOW

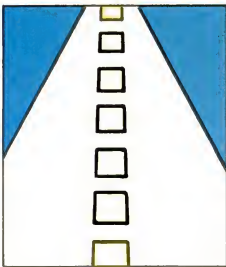
consume. But consumption takes time. Shopping for a new refrigerator takes time, as does shopping for a new car. And once one has a new refrigerator, one wishes to utilize it; once one has a new car, one wishes to drive it; all of which take time. Even going to a play or basketball game involves the consumption of time. Let us theorize that for every hour spent in production, another hour is spent in consumption, both of goods and time to utilize these goods. "I haven't the time" is such a common remark in our society that we no longer inspect its meaning. We all understand it, to a greater or lesser extent, depending primarily on our socio-economic status. The higher one's standing in this regard, the less time one seems to have. The busiest people in our society are socialites and corporate executives.

Because of the mechanics of supply and demand, people attempt to allocate their time so as to produce maximum yield. Deliberate choices are made whether to read a novel or a newspaper, to spend Saturday morning at the office or with the children. A woman chooses to work outside the home, buy a dishwasher and hire the services of a maid, not for the favorable monetary ratio among these things, but for what she considers the favorable "time/meaning" of that time ratio. More and more frequently, we hear the desire to get by with less sleep—now, hours spent sleeping are seen as being possibly put to so much more productive use. In terms of time, then, we have all become economists of a sort. Just as it is important for the businessman to consider supply and demand, profit and loss, in deciding when his workers can take their annual leave, it is equally important for the individual to take into consideration those same factors when planning the utilization of his or her non-working time, particularly vacation time.

Over the years, because of our desire to get the maximum yield out of our leisure time, the vacation has taken on a burden that it is not equipped to shoulder alone. From a simple "vacating" of a place—a home or a job—leaving one or the other for a time, the vacation has come to represent everything from renewal to

reconciliation, from smoking and drinking cures to two years' worth of cocktail chatter. That is simply too much responsibility to put on a vacation, but people do it, all the time. A vacation does not function by itself; it works in connection with the person or persons who take it, with the place where it is taken, and with the time at which it is taken. It can serve our needs, but only if we have definite and sensible ideas about which of our needs are to be served. Theoretically, a vacation is subject to our control. It fails when we allow it to control us, and nowhere is the question of control more important than in the timing of a

**Over the years,
the vacation has taken
on a burden that it is not
equipped to shoulder.**



vacation. In our economic-oriented society, good timing is good time economics, and the same practices we apply to business should be applied to vacation planning.

Successful businessmen anticipate seasons. Clothing manufacturers send bathing suits to the stores in late winter and spring. Whatever a shopper finds in July or August is a left-over. It is equally sound practice in vacation planning to anticipate seasons. A trip to Tahiti can be extremely enjoyable at certain times of the year, but not in December, when the island suffers through its annual summer and the sun's scorching rays wither and dry all

who are unused to it. Another consideration when venturing abroad is the local customs of the intended vacation spot. American toy manufacturers would be foolish to stock department stores with an overabundance of playthings in July; they wait for Christmas, when it is the custom to buy. American tourists would do well to exercise similar planning. When visiting Paris in August, one can walk down the Champs Elysees and hear nothing but English! One will find some of the most interesting looking shops shut tight not just for lunch but for two weeks or even a month. Not for nothing is the song "April in Paris."

Another consideration in choosing the right time to vacation is one's physical condition. A manufacturer with a deteriorating physical plant and machinery does not sign a contract for a whole new line of products requiring equipment in A-1 working order. Similarly, if one has been working 18-hour days and is completely exhausted, one does not sign up for a two-week whirlwind tour of Europe. For such a person, the "If it's Tuesday, this must be Belgium" syndrome could be literally fatal!

There is only so much activity that can be crammed into a brief period of time. A manufacturer who agrees to a too-soon delivery date can expect failure in the form of inferior product, worker resistance, and greater expenditure in relation to anticipated profit. A vacationer who tries to progress from the bunny ski slope to expert trails at Vail, Colo., in the space of a four-day weekend can encounter body resistance, poor performance, and possibly obstacles to subsequently re-entering the productive work force—broken legs and pulled muscles.

In considering a vacation, one's mental and emotional state are equally as important as physical condition and capacities. In the middle of a labor strike, or in the face of bank foreclosure, a business does not try to remedy the situation by introducing the production of a new item. Similarly, one who is really down in spirit will probably not be helped by a vacation. In fact, it could be the worst time to take a holiday, because one is likely to expect too much from it and grow further disillusioned. A vacation should

Continued on page 70

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Travelling Through the Lowlands of the South



Middleton Place, outside Charleston, S.C.

Remember when you were a child and once or twice each year, you and your family packed that old Chevy with suitcases, boxes of clothing, brown paper bags filled with fried chicken, boxes of Ritz crackers, wedges of homemade pound cake, and people, all in preparation for that long journey to some point in the South. Everyone's biggest concern was finding the "colored-owned" gas station in time. Your biggest fear was being forced to ask a white Southerner for directions and him suggesting where all of you might go.

Whether your point of departure was Detroit, Chicago, D.C. or Chattanooga, it was always good visiting people who lived in the South; although it usually was an ordeal just getting there.

But now, the South has changed. And you will probably be safer riding on some of her deserted country roads than

Charleston and Savannah Sister Cities Where Two Rich Traditions Meet

walking down a big city street in the middle of the day. You can also stretch out on her beaches, spend a night or a week in one of her fine hotels, and sample good Southern cooking in some of her most elegant restaurants.

And now that you have seen castles in Spain, Gothic cathedrals in France and the white sands of the Caribbean, why not spend your next vacation discovering an equally interesting part of the country: the Deep South? That part of the country where you may even live but have never really explored; that you grew up in but left and never have returned to; or that you never visited and have been hard put to understand.

A good place to start is the coastal region of South Carolina and Georgia,

that part of the South called the Low Country.

If you are one of those whose idea of the perfect vacation is retreating to one of God's own idyllic subtropical islands in the sun, you may be surprised to discover that paradise exists right in the southern United States.

Southerners have been keeping secrets from the rest of their countrymen and one of their best kept is a stretch of one thousand or so islands sprinkled off the coasts of South Carolina and Georgia, and extending south to the Florida line. Sullivan's Island. James Island. Seabrook Island. Jekyll Island. Kiawah Island. Isle of Palms. Collectively, all of these, and others, are called the "Sea Islands." Many are uninhabited and provide a haven for various species of birds, alligators and giant turtles. Some, like St. Simons—year round retreat for the nation's First Family—are popular residential communities. Other islands have been developed

By Diane Weathers



Clockwise from bottom left: *The Barutis*, owners of old Savannah's John Wesley Hotel. Elegant homes are part of the Charleston scene. So are the baskets sold on Highway 17. Opposite page: John Buffington, head of Penn Community Services, examines artifacts in the Y.W. Bailey Museum. Charleston's Slave Mart is now a museum. A chain-gang wagon is displayed outside the Old Charleston Jail and Museum. The cery "Chapel of Ease," built in 1748, is located on St. Helena Island.

Lowlands

into popular and, in some cases, quite luxurious resorts that appeal to the summer tourist trade.

According to one Atlanta physician, his vacation season begins in February when he starts his weekend pilgrimages to Hilton Head Island, 20 minutes from Savannah. Even when the water is not warm enough for swimming, tennis courts are always open and the fishing season is year round.

Golf is extremely popular in this part of the country. It has been for almost 200 years, ever since America's first golf course was constructed in Charleston, S.C., one of the Low Country's major cities. The golfing season lasts from September to June when most hotels and inns offer attractively priced package trips that include lodging and green fees.

But championship golf, and hundreds of miles of beautiful beaches are just a small part of what makes travelling through this part of the country so appealing. A visit to the Low Country can also be approached as an adventure, an opportunity to learn more about the people, the heritage and the texture of life in one of the oldest, most peculiar and most misunderstood regions in the nation.

This is not Sag Harbor, Oak Bluffs or Carmel-by-the-Sea, but Savannah, Georgia and Charleston, South Carolina. And if you are one of those whose curiosity has

been whetted by *Roots*, or if you are still confused by Jimmy Carter, this year is as good as any to leisurely explore the South.

Of all the large Southern cities, Savannah and Charleston—Low Country seaports barely more than 100 miles apart—are two of the South's finest. Charleston, the first English settlement in South Carolina, was founded in 1670; Savannah, the capital of colonial Georgia, in 1733. Spared destruction by Yankee troops (Yes, some Southerners still refer to them as "Yankees") during General Sherman's notorious "March to the Sea," the cities' traditions are as old as those of colonial America and as curious as any you will find in the antebellum South.

They are port cities which give them that special flavor not found inland. As a result, the people of the Low Country do not boast of crowded skylines, sprawling suburban malls or restaurants perched high atop skyscrapers that offer guests the dubious pleasure of dining while revolving in circles.

The pride of this region's people is the area's rich and fascinating heritage, and its incredible and still unspoiled beauty. Nature has been kind and generous to this part of the country, blessing it with brief winters (in December, the lowest mean temperature is 50 degrees), hot and humid summers that linger into October, miles of coastline facing either inlets, rivers or the Atlantic Ocean, and a lush subtropical terrain.

Tall palmetto trees line major thor-

oughfares. Red-speckled cassena berry trees decorate many of the front yards. And stately, ancient, live oaks dripping with Spanish moss shade even the most remote island roads.

Each month, there is a succession of flowers in bloom; camellias and winter honeysuckle in January; azaleas, dogwood and wisteria in early spring; April and May is a melange of strawberry begonias and magnolia blossoms; and the white, pink, red or yellow blossoms of the oleander tree bloom throughout the summer.

Sportsmen may love the area for its golf, but horticulturists and weekend gardeners have long appreciated this region for its gardens. Middleton Place, near Charleston, was built in 1753 and its 60 acres make up the country's oldest landscaped gardens. Located nearby is equally as famous Magnolia Gardens. Middleton Place is open to the public year round, however, Magnolia Gardens is open only during spring, from February to May, when both Charleston and Savannah sponsor tours through many of the privately owned historic homes and gardens.

Nature, however, cannot take full credit for the Low Country's appeal. Much of this area's beauty must be attributed to the efforts of early settlers who simply designed their settlements to be beautiful, and to the members of various preservation, restoration and historical groups determined that those first efforts will still be honored.



Savannah and Charleston were once very prosperous cities (in Savannah, money was made from cotton; in Charleston, the "gold" was in grains of rice). Their white populations knew how to live well, and among them were many who could afford to with an abundance of style.

Old Savannah is laid out on a grid. At the center of each square is a one-acre plaza decorated with fountains, historic monuments, and of course, flowering shrubbery. Today, 20 of these plazas remain, many of them surrounded by fine examples of 19th century architecture. This historic part of the city—a district giving Savannah the distinction of being America's first planned city—is also Savannah's pride and has made its 22-year-old restoration effort one of the country's most extensive and successful.

Savannah's beautiful homes and picturesque waterfront area make it a delight for persons who would much rather walk than ride in a car, and who would rather stroll and casually browse than simply walk. It is an elegant, clean and unrushed American city.

Savannah exudes an air of quiet beauty and tranquility, while the flavor of Charleston, its larger and more bustling sister city located a short two hour drive north, is drama and romance. Founded purely as an economic venture by English merchants from Barbados (no persecuted Puritans settled here), old Charleston reflects a variety of strong influences: West Indian, British, African and Indian.

After you have seen the city once, the mere mention of its name conjures up images of pastel-colored stucco row houses in the city's old waterfront district; homes with long, side piazzas and decorative ironwork; and of course, a shrimp boat hung with nets, docked in the city's harbor.

It is a sensuous city. And even though Catfish Row (originally called "Cabbage Row") is no longer Charleston's black ghetto but a fashionably quaint, high-rent district and the site of two boutiques (one Porgy and the other Bess), the city has not lost its air of magic.

Charleston, Savannah and the small towns and islands surrounding them are all very much "Gone with the Wind." But their intrigue goes beyond that of the typical Southern melodrama where all the homes are white and columned, their kitchens run by cheerful, plump, brown-skinned women resembling Hattie McDaniels, and men call themselves "Colonel" or "Ashley."

Their pasts are much richer and more significant than that. And you are reminded of it, not only when you have toured those elegant townhouses in Savannah that once belonged to some of the South's wealthiest cotton brokers, or visited those huge plantations outside Charleston that belonged to prosperous rice planters. Or even after you've visited one of those nine slave cabins still standing on the grounds of Boone Hall Plantation (also near Charleston) that once sheltered some of the blacks who

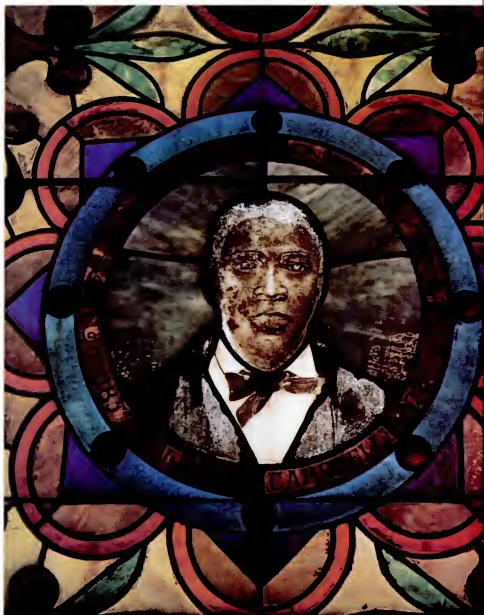
picked the cotton, cultivated the rice, forged much of the ornate grillwork and built the now rare Savannah gray bricks that today considerably boost property value. The same blacks who also prepared much of the food, raised most of the children and entertained the adults, thereby enabling Low Country men to become the finest and most Southern of fine Southern gentlemen, and their ladies the most gracious and most genteel of Southern belles.

The physical setting is only part of what keeps the Low Country tradition alive. What really makes the area special is its people. While it is admirable that they have gone to such great lengths to preserve their wonderful old homes and fine period furnishings, the area's most valuable and fascinating cultural resource is its people.

While many Low Country Southerners consider themselves fortunate to be living in the Space Age, the character of the area is really shaped by those with a fondness for the style of the past. Hospitality, carried sometimes to an extreme in parts of the South, is actually modeled after the gracious plantation lifestyle in which homes were literally men's castles—there were few things that money could not buy, labor was cheap, abundant, "faithful" and often remained in the family for generations.

Today, hospitality is a Low Country institution and few things are more appreciated on a vacation than warm and friendly service. Epitomizing this hospi-





Clockwise from bottom left: Much of the area's ironwork was forged by slave artisans. Nine slave cabins remain at Boone Hall Plantation, off Charleston. There are nearby beaches like the popular Sullivan's Folly and Kiawah islands. And Savannah Beach and Hilton Head are not far from Savannah. Daufuskie is an isolated Eden near Georgia. The marina is part of Harbor Town, Hilton Head's posh "village." Charleston's Catfish Row, once called "Cabbage Row," was the home of famous Broadway musical hero Porgy. Stained glass windows in Savannah's First African Baptist Church depict former pastors. Oldtimer Captain Sam Stevens conducts regular tours of Savannah's scenic harbor.

Lowlands

tality are Bill and Peg Barutio. Transplanted Atlantans (he used to head Andrew Young's district office) now in the midst of a torrid love affair with Savannah, the Barutios are the new owners of one of Savannah's oldest and most newly refurbished hotels, the John Wesley Hotel on historic Abercorn Street. Guests at the John Wesley are surprised with a gift of their own personalized books of matches, and at night, their beds are turned down and a chocolate "night-night mint" left on top of the pillow. With rates currently at \$22 per night for two, this is one hotel that makes you feel as if you are getting away with more than what you pay for.

But what really makes Low Country Southerners intriguing—whites and blacks alike—is that as part of their love for their Southern heritage, they nurture a distinct nostalgia for their African and slave past. In the Low Country, you not only see the role of African slaves as workers, enabling a bizarre but profitable economic system to work, but also as the backbone of a rich American tradition giving the South that certain "something" distinctly Southern, and the one identity it can call its own.

While in Charleston, you should make it a point to visit the old Slave Mart located on historic Chalmers Street. Built around 1820, the Slave Mart was formerly an auction house where horses, land and people were sold. In 1938, whites transformed the Mart into a museum, undoubtedly the first (and perhaps the only) one dedicated entirely to slave culture. The Slave Mart contains a gift shop that features some interesting regional souvenirs—handmade mammy dolls and those fine handcrafted baskets that Low Country blacks have been making for years. The second floor of the old building houses the collection: an assortment of auction announcements, as well as some rare, slave-made tapestries, ironwork and other crafts.

Beaufort, S. C., that sleepy and romantic town you pass driving from Savannah to Charleston, is also the home of a few white witch doctors who, along with blacks, have established a rather lucrative business practicing African root medicine. (Beaufort was the home of Dr. Buzzard, one of the South's most famous black root doctors. It is still the hub of that old world

practice which even non-believers claim is not to be tampered with unless one is willing to accept the consequences.)

Not very many white Southerners are practicing root medicine, but many still get choked up when they hear black people sing. In Charleston, the 60 members of the Society for the Preservation of Spirituals, white descendants of Low Country planters, meet regularly to sing spirituals in the Gullah dialect (Gullah or Geechie is the creole dialect spoken by black and some white natives of the Sea Islands). The group performs regularly throughout the area, dressed in tails, ruffled shirts, hoop skirts and satin dresses—costumes reminiscent of the antebellum South. They have been doing this for the past 50 years—since the break up of the large plantations, and, since, according to one member, "People began



to miss the songs their old Negro friends used to sing."

The important thing to keep in mind is that the people who inspired not only the Society for the Preservation of Spirituals, but scores of writers (among them Edgar Allan Poe, whose short story the *Gold Bug* is set on Sullivan's Island and includes a Gullah character, and DuBose Heyward, the Charlestonian who wrote *Porgy*) and others who today still cling to all of the Southern heritage, are the descendants of Africans. An estimated 40 percent of the African slaves imported to this country came by way of Charleston. (Many arrived as late as the 1850s during the illegal African slave trade.) The first American soil many of them touched

were the Sea Islands—the same Sea Islands that are rapidly being transformed into the vacation playground of the South. Many slaves were purchased by planters who owned the large island plantations. Isolated from the mainland and greatly outnumbering whites, Sea Islanders, or Gullahs as they are also called, have long been recognized as one of the last vestiges of African culture in America. They have attracted the attention of photographers who have studied their faces in this tranquil setting, linguists who have researched their unusual speech patterns (the Gullah dialect sounds very much like a heavily accented West Indian brogue), as well as oral historians who have recorded the recollections of the elders. Today, one of the few islands retaining some of the remoteness once characteristic of all the Sea Islands is Daufuskie, an hour's boat ride from Savannah, and the only inhabited Sea Island not connected by bridge to the mainland.

When the people of Daufuskie (population:100) need supplies, they still depend on Captain Sam Stevens to transport them to and from Savannah. Stevens is one of the most respected men associated with Savannah's still busy harbor. For many years, his "Waving Girl" has been the only boat to regularly schedule tours of Savannah's scenic harbor.

Although it is difficult for the casual tourist to visit remote Daufuskie, an equally interesting and historically rich place to see is the island of St. Helena. Located near Beaufort, St. Helena is the home of old Penn School, the first school created for emancipated blacks and a product of President Lincoln's famous "Port Royal Experiment," conducted to train slaves to earn their own living.

Today, the Penn School is called Penn Community Services. (Its modern name does disservice to its historical significance, as well as to the very beauty of its island setting, an island believed by some to be God's home in America.) Is still the center of community activity for many of the island's 5,000 residents. In addition to helping stem the loss of land experienced by many local residents (much of Hilton Head was once black-owned), it administers the Sea Island Language Project, a language arts and reading skills program, and maintains the Y.W. Bailey Museum. This museum with its collection of rare photographs, documents and other memorabilia reveals much of the island's history and the annals of newly emanci-

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**From an interview
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"I guess my brother and I were the first people in our family who went to college. Even though our parents only went as far as grade school, they instilled in us the opportunities of an education.

"I had all kinds of jobs. I worked in a dry goods store as all-round clerk, janitor, errand boy. I worked night shifts at the A&P warehouse unloading freight cars.

"When I left high school, I wanted to go to college but I didn't have any money. I was on the track team in high school, and was able to get a scholarship to a UNCF school. But I wasn't really that hot on sports. And when I came to enroll, I found out they were giving scholarships to the freshmen who scored highest in each of the major fields. Since I enjoyed my physics class very much in high school, I chose physics.

Mr. Jupiter is now Manager of the Radiation and Environmental Sciences Department at the EG&G facility in Las Vegas. He heads a team of scientists who do aerial surveys over the nuclear power plants and other nuclear facilities in this country. The service he renders helps protect us and our environment from excessive radiation.

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Photography By Ron DeMilt

Lowlands

pated slaves in the South.

Another important cultural and historical resource is the Church. Southerners have been known to take their religion seriously. And when visiting the Low Country, it might be a good idea to follow the suggestion made by singer Nina Simone, and plan to spend one "Sunday in Savannah." It is not the hardest thing in the world to find an old black church in Georgia. One that is particularly interesting and worth attending is Savannah's First African Baptist church.

Organized by slaves in 1788, the present building was erected in 1859. The church still has its slave-made pews, magnificent stained glass and massive antique pipe organ. "Nothing in here is new," boasts Rev. Lawrence McKinney the church's young minister. The real pride of the church however is its archives. Made possible by a \$5,000 bicentennial grant and matching funds raised by church members, this small museum contains a valuable collection of antique communion ware and rare church documents. Of major value, particularly to students and historians, are old church records that until recently were simply gathering dust. Dating back to 1811, and recorded by slave worshippers, entries tell of church sisters expelled for dancing, exposing their ankles, and not following their Christian duty. Apparently, Miss Simone knew what she was singing about when she warned, "Don't you dare go fishing on Sunday in Savannah."

What more can be said about travel in the Low Country, except that while beaches, golf courses and tennis courts are easy to find, the subtleties of the region are just as interesting but require a bit of searching out. There are clues everywhere suggesting things about the South that used to be, as well as the newer and more humane South that is today. Those iron spikes on the second story porches of Charleston's old mansions were put there to keep ornery and rebellious slaves from climbing in bedroom windows at night. Today, a portrait of Denmark Vesey, one of Charleston's most ornery and rebellious slaves, now hangs in the city's municipal auditorium.

In many ways, the South has changed and the Low Country is just one part that in some respects is new, and in others, remains very, very old. □

GOOD FOOD A Low Country Tradition

Southern cooking is generous, earthy, and spiced with a distinct African flavor, particularly in the Sea Islands and the Carolina and Georgia lowlands. The extensive use of yams, sweet potatoes, dried beans and peas, are just a few indicators of this region's African "culinary connection."

Without the benefit of cookbooks or formal training (some suggest that upon occasion Miss Anne gave lessons), African slaves became legendary culinary artists. In fact, the magic and artistry of black cooks is as old as the South itself, and all over the country, people have paid them homage.

These slaves created dishes so pleasing to both body and soul that the black cook became a symbol of good eating. Plantation memories no doubt are the reason the faces of Aunts Caroline and Jimima, and Uncle Ben, have appeared on food packages. If a black face was outside on a tin or carton, then surely the contents had to be good!

But the tradition of blacks working with food extends beyond their external presence in front of the stove with a spatula or ladle always in hand. They also worked in marketplaces, on shrimp boats, on pullman cars, and as caterers in hotels and restaurants. In Charleston, they conducted the business of food right in the middle of the streets. Today, you can still see the city's black "flower ladies," reminders of a time when black vendors—with baskets of fruit and vegetables balanced on their heads, or pushing pushcarts and carrying pails filled with shellfish fresh out of the coastal waters—sold much of the foods that Charlestonians loved best.

Today, even though no one keeps slaves in the kitchen, well-prepared and elegantly served meals are still a proud Low Country tradition. Grits remain a favorite, eaten almost daily at breakfast. Rice is also often eaten—usually at all meals where grits are not. One popular Low Country dish is Red Rice, long grain rice cooked with bacon and tomato paste.

By Vertamae Smart-Grosvenor



Samuel Plowden, co-owner and chef at the Boiler Restaurant, Hilton Head, S.C.

Seafood specialties are so numerous, it would take an issue and one to write them down. Among the most interesting is She Crab Soup—a hearty potage made from crab "mothers-to-be," thickened with flour and cream, and laced with a dash of sherry just before serving. One way to end a good Low Country meal is with a dish of Carolina Trifle, a sherry-flavored custard served over angel food cake and topped with whipped cream.

The best regional food is prepared and served in a gracious manner at private homes. However, vacationers to the area do have a choice of some fine restaurants that feature both Low Country seafood specialties and typically Southern dishes. Many of Charleston's finer restaurants—such as Market Place on Market Street and the Colony House on Prioleau Street—are located near the Old City Market where black farmers still sell their own home-grown produce. And while on Hilton Head Island, you should make it a point to dine at the attractive and moderately priced Boiler's Restaurant. Co-owned by its black chef, Boiler's is the first restaurant passed after crossing the Hilton Head Island Bridge.

Many visitors, as well as Low

Continued on page 70



Jack James, President, J & J Beauty Supply, Inc. and International Cosmetics, Inc.

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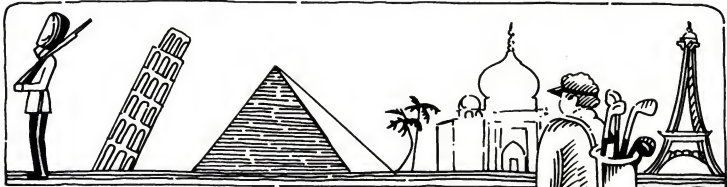
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Special Interest Tours

Tailoring the trip to suit a traveller's sport, hobby or job



There was a time—and it wasn't too long ago—when for many blacks, a vacation was simply a trip South or North to visit relatives and friends, or two weeks spent at home, away from the grind of that nine-to-five job.

Today, however, blacks are shopping for custom-made suits in Hong Kong, attending theater in London, dancing at carnivals in Rio de Janeiro, basking on the beaches of St. Thomas, and learning about themselves on the African continent.

And that is only the beginning. The travel market—and blacks, who now spend more than \$300 million annually on airfare alone, are an integral part of that market—is being wooed by air and shipping lines, travel agents, museums and professional organizations with an exciting new approach to travelling: special interest or theme tours.

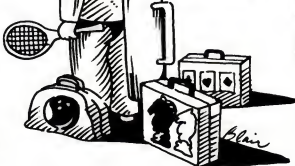
These are tours developed around the interests of hobbyists, sports buffs, art enthusiasts, students, teachers and professionals. The tours may feature demonstrations, lectures, exhibits and, often provide an opportunity to meet

informally with some of the leading authorities in the subject of interest.

Air France offers a series of tours, among them golfing trips to Cannes; needlework tours to see exhibits of tapestries and delicate pillow lace around France; shopping sprees in Paris; and trips to the French Riviera to peruse the magnificent French, Spanish, Japanese and Iranian botanical gardens, while still providing an opportunity for visitors to comb the ritzy beaches.

British Airways, in conjunction with Fourways Travel Ltd. in New York City, offers 103 special interest and study tours on a variety of subjects from ghosts and ghouls to cathedrals, theatre, pedigree dogs, fruits growing, and tobacco. If you are a funeral director, you may be pleased to note that British Airways even has a special tour for you—one featuring visits to British crematoriums, coffin manufacturers, mortuaries and cemeteries.

Those interested in learning about the South America that used to be—before it was “discovered” by Europeans—might be lured by Braniff Airlines’ 12 day tour through ancient Peru and Bolivia. Among the archeological



wonders featured are the Plains of Nazca in Peru. Its drawings of giant spiders, lizards and birds that are best seen from the air were among the intriguing subjects discussed in *Chariots of the Gods*, a bestselling book about ancient civilizations and their religions.

El Al offers numerous tours of the biblical Holy Lands, some for photography enthusiasts. There are even medical seminars held in renowned Middle East hospitals and medical centers.

This year, Scandinavian Airlines (SAS) is promoting several one and two week special tours to Denmark, Finland, Norway and Sweden. Billed as “Problem Solving for the Society of Today” workshops, the trips are

By Gilbert L. Scott

Special Tours

designed for students and professionals. Various issues in architecture, law enforcement, ecology and environmental protection, social welfare and education will be discussed by leading Scandinavian authorities. There is even a unique workshop that examines the working environment concepts pioneered by Volvo's automobile and engine assembly plant in Gothenburg, Sweden. Visits to the factory headquarters are part of the itinerary.

Airline carriers, however, are by no means the only ones in the business of special interest tours. The Sivananda Yoga Vedanta Center in New York is sponsoring a series of 8 and 40 day tours of Spain and India featuring symposia with experts in meditation and psychic exploration.

Special tours geared to black travelers are also conducted by the NAACP.

Because of the enormous interest created by Alex Haley's *Roots*, the NAACP's tour department has already planned three trips to West Africa. The two-week trips will include stopovers in five countries: Senegal, Gambia, Ghana, Sierra Leone and Liberia. The only stipulation is that would-be travelers become NAACP members. Other NAACP-sponsored trips are being

Even if you are a funeral director, there is a special tour for you.

planned for Barbados, Hong Kong, Paris, Mexico and Scandinavia.

Black heritage tours, such as the NAACP's, are interesting approaches to travelling in a specific area. American Airlines, the first domestic carrier to recognize the burgeoning new travel market, was also among the first to

sponsor special interest tours for the black traveller. In the '60s, it sponsored black heritage tours of the United States and special tours for black golfers. Other airlines followed suit.

Recently, however, the recession and fuel crisis have forced cutbacks among many airlines and, according to James O. Plinton, Eastern Airlines vice president for market development, "priorities given to the black travel market slipped onto the backburner while everybody got themselves together."

As a result, it has fallen primarily on the imagination of black travel agents to focus on the special interests of black travelers.

Leonard Burns, president of the Inter-American Travel Agents Society Inc.—the national association of black-owned and managed agencies, feels that 1977 will be a record year for vacation travel. Burns, also president of the Four Corners Agency in New Orleans, La., feels that many of his clients have been enticed to travel, again, by the Carter administration's promise of stability. Their revitalized interest will be reflected during this year's vacation season.

In hopes of capitalizing on this renewed enthusiasm, Four Corners is developing a black genealogy tour that will acquaint Americans with the rich black tradition in New Orleans, Haiti and Africa.

"We also have fashion tours set for the summer and later in the year," says Burns. Black models will guide groups through the fashion houses and perfumeries of London and Paris to observe and discuss with top designers the latest fashion trends. The tour will be entertaining not only for students of fashion design and merchandising, but anyone beguiled by European haute couture and a new fall wardrobe.

In September, Four Corners will also host a wine tasting tour of France and Italy. The tour will take visitors to famous wineries and vineyards, and also provide interesting lectures on nurturing various grape strains and aging delicate red and white bouquets.

Henderson Tours in Atlanta, Ga., pioneered in packaged group tours to West Africa. In 1957, their first group joined in on Ghana's independence celebrations. In 1960, they accompanied 50 women on the first group visit to several West African cultures. Their



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"roots" series for this year is scheduled in June, July and August.

In October, Henderson tours will conduct a visit to the major biblical sites in the Holy Land. This Middle East trip, popular with churchgoers, will incorporate one European stopover as well.

Henderson has also planned a three-week Baby Grand Tour of Europe that has been specially arranged for teenagers. According to Freddy and Jake Henderson, owners of the agency, this July tour is designed to introduce teenagers to "a new living experience, new lifestyles, and to extend their education with a firsthand view of Europe, the fountainhead of Western civilization." Among the countries to be visited are Austria, England, France, Germany, Holland, Italy and Switzerland. Grand European Tours that last for two to three months are also available.

One of the Hendersons' unusual European trips takes visitors to Rumanian geriatric specialist Dr. Anna Aslan. It is a health and beauty tour which includes health spa treatments and mud baths. The departure date is some time in late May.

The Hendersons have also designed a special South Pacific package for members of the National Medical Association. The itinerary will provide members opportunities to establish personal contact with their counterparts in the medical schools and hospitals of Australia, New Zealand and Fiji.

In Washington, D.C., Soul Journey Enterprises Inc. is scheduling summer trips to Spain and Mexico both with black heritage themes. The trips trace the black historical presence in those countries. In addition, Soul Journey conducts regular bus tours of the nation's capital, where visitors can see black landmarks.

Although travel by air is still the most popular way to travel, it is not the only way. Ruth S. Cunningham of Mayo Travel Service in Inglewood, Calif., feels that shipping lines have done a poor job in attracting blacks to the pleasures of an ocean voyage. "Shipping lines are cooperative, when it comes to doing business," she states "but rarely does a photograph appear in their literature depicting black travelers among the pleasure seekers on an ocean trip."

Still, for those with time on their hands to enjoy the comfort and luxury

of travelling via an ocean liner, there are numerous theme cruises. On May 15, Exprinter International, in New York City, is sponsoring a jazz cruise to the Caribbean. The ship will depart from New Orleans, La., and voyagers can sip *piña colodas* while listening to live performances by Roberta Flack, Dizzy Gillespie, Earl "Fatha" Hines, Joe Williams and other jazz artists.

Relax-a-Tour, a black travel agency in Montclair, N.J., has planned a beauty seminar at sea for professional beauticians. The seven day cruise aboard the Holland-American line's S.S. Statendam, will feature lectures on hair cutting and styling, and information on new opportunities in beauty culture and business management.

Theme tours have long been recognized as a means of luring specific groups of travelers, but many agents feel that major carriers need to do more to attract black travelers. Financial and energy problems notwithstanding, Earl Jackson of IGT Travel Agency in Jamaica, N.Y., feels that tours geared to a specific ethnic group are sometimes a "touchy" subject. Still, the potential is there. IGT has been involved in packaging sports tours and has handled a West Coast tennis trip for 600 black tennis buffs, and two golfing tours for

300 to 450 black golfers. Jackson reveals that there have also been requests for fishing tours.

George Jackson, director of sales development at American Airlines, admits that appealing to black travelers is a sensitive area. "It is important to remember that blacks want what you have available and do not want to feel patronized." He believes that tours should be open and made to appeal to everyone. If you try to promote a "black" tour, it will not sell. While blacks want to be recognized they do not want to be singled out.

"It's surprising where blacks want to travel nowadays," adds Stuart Coan, NAACP tour department director. "They are fascinated by exotic places," he continues, "When new and interesting places come along, blacks want to go there, too."

Whatever the reasons for selecting a theme tour—whether it is to explore one's African heritage, European heritage, or to brush up on knowledge about a hobby or profession—there are tours to meet virtually everyone's interests. And if you are searching for something different to do on your next vacation you might consider a shopping spree in Paris, self-realization in India, or exploring "roots" in Africa. □

Blacks, like everyone else, want to be recognized, not singled out.



AID

ADDITIONAL INFORMATION DEPT.

This is a list of black-owned and/or operated travel agencies that responded to a recent BLACK ENTERPRISE survey. Where supplied to us, the name of the operating head of the agency or agency branch is given.

CALIFORNIA

Ace-Pyramid Travel
11554 Santa Monica Blvd.
Los Angeles, Calif. 90025

Accent Travel
8685 Winfield Blvd.
Beverly Hills, Calif. 90211

Alto Travel
2847 35th Street
Sacramento, Calif. 95818

Charm Travel Agency
510 17th St.
Oakland, Calif. 94612
and
450 Golden Gate Ave.
San Francisco, Calif. 94102

Confident Travel
1499 Bayshore Hwy.
Burlington, Calif. 94010

Devo Travel Service Inc.
3678 W. Santa Barbara Ave.
Los Angeles, Calif. 90008

DeVoe Travel Service
62-33 Distill Pkwy.
Melva City, Calif. 20930

Economy Christian Tours
2740 W. Florence Ave.
Los Angeles, Calif. 90043

Elam Travel Center
3505 Broadway
Oakland, Calif. 94611

Fitz-Forum Travel
1035 So. Prairie Avenue
Inglewood, Calif. 90301

Greene's Travel Service Inc.
2829 S. Western Ave.
Los Angeles, Calif. 90018

Island International Travel
1015 E. Hillside Blvd.
Foster City, Calif. 94404

Sanssouci Travel
37100 Dayton Drive
Cathedral City, Calif. 92234

COLORADO

Charles K. Allen Travel & Tour Agency
3121 E. Colfax Ave.
Denver, Colo. 80206

CONNECTICUT

Caribbean Travel Service
95 Woodland St.
Hartford, Conn. 06103

Mingle's Travel World
1229 Albany Ave.
Hartford, Conn. 06112

Sage Allen Travel
900 Main St.
Hartford, Conn. 06103

Vinnie's Travel Agency
226 Dixwell Ave.
New Haven, Conn. 06511

DISTRICT OF COLUMBIA

African Express International Travel
Watergate 600, Suite 205
Washington, D.C. 20037

Beeson Travel Bureau Inc.
2011 Eye St., N.W.
Washington, D.C. 20006

Community Travel
2412 18th St., N.W.
Washington, D.C. 20009

Continental African Travels
1127 Connecticut Ave., N.W.
Washington, D.C. 20036

Entrepreneur Travel
825 Connecticut Ave., N.W.
Washington, D.C. 20009

ETA Travel Agency
1825 Connecticut Ave., N.W.
Washington, D.C. 20009

Landmark Service Inc.
900 Ohika Drive, S.W.
Washington, D.C. 20024

Lincoln-Douglas Travel Inc.
1730 M St., N.W.
Washington, D.C. 20036

Rogers Travel Bureau Inc.
3903 Georgia Ave., N.W.
Washington, D.C. 20011

Star International Travel
1104 Vermont Avenue, N.W.
Washington, D.C. 20011

Travel Way Travel Service
1800 K St., N.W.
Washington, D.C. 20006

FLORIDA

Gala Travel Inc.
10914 N.W. Seventh Avenue
Miami, Fla. 33168

North Travel Bureau Inc.
6105 N.W. Seventh Ave.
Miami, Fla. 33151

Paramount Travel Ltd.
702 So. Patrick Drive
Satellite Beach, Fla. 32937

GEORGIA

Enterprise Travel
3480 Greenbriar Pkwy, S.W.
Atlanta, Ga. 20331

Henderson Travel Service
931 Hunter St., N.W.
Atlanta, Ga. 30314

Pansco Travel Inc.
229 Peachtree St., N.E.
Atlanta, Ga. 30303

HAWAII

No-Kar-Oni Travel
2379 Kuhio Ave.
Honolulu, Hawaii 96814

ILLINOIS

B&B Travel
500 E. 79th St.
Chicago, Ill. 60619

Bended Berry
900 Jorie Blvd.
Hotbrook, Ill. 60521

Business/Vacation Travel
405 E. 68th Place
Chicago, Ill. 60619

Cortex Travel Motel
3059 W. 141 Pl.
Blue Island, Ill. 60406

Destination Unlimited
6 N. Michigan
Chicago, Ill. 60602

Harvey Travel Service Inc.
188 E. 63rd St.
Harvey, Ill. 60637

Humphrey & Roberts
Travel Agency Inc.
333 E. 63rd St.
Chicago, Ill. 60637

Trains & Boats & Planes Inc.
645 E. 87th St.
Chicago, Ill. 60619

Travel Advance
1642 E. 84th St.
Chicago, Ill. 60619

U Travel
1348 E. 55th St.
Chicago, Ill. 60615

INDIANA

Clause Dohn World Travel
1475 W. 86th St.
Indianapolis, Ind. 46260

Twilight Travel Service
4003 Boulevard Pl.
Indianapolis, Ind. 46208

KANSAS

Kurdian Travel
2924 E. Douglas
Wichita, Kansas 67202

LOUISIANA

Four Corners Travel
2107 Dryades St.
New Orleans, La. 70113

MARYLAND

A'tete Travel
2000 Century Plaza
Columbia, Md. 21044

Aristocrat Travel Service Inc.
3504½ Liberty Heights Ave.
Baltimore, Md. 21215

Galaxy Travel Ltd.
4602 York Rd.
Baltimore, Md. 21212

Mondawmin Travel Center Inc.
1134 Mondawmin Concourse
Baltimore, Md. 21215

Sage Allen Travel
7203 Walker Mill Rd.
District Heights, Md. 20028

MICHIGAN

Dyeline Travel Agency
14301 W. McNichols
Detroit, Mich. 48235

Dudley Tours & Travel Inc.
11000 W. McNichols
Detroit, Mich. 48221

Kennedy Travel Agency Inc.
5744 Woodward Ave.
Detroit, Mich. 48202

Royale Tours Inc.
10828 W. Seven Mile Rd.
Detroit, Mich. 48221

Sky Service Travel
18450 Livernois
Detroit, Mich. 48221

Sphinx Tours Inc.
1781 Outer Dr. E.
Detroit, Mich. 48234

Vista Travel
8401 Woodward Ave.
Detroit, Mich. 48202

MISSOURI

Continental International Travel Inc.
3100 Broadway
Kansas City, Mo. 64111

Pierre's Travel Service
7165 Lyndover Pl.
St. Louis, Mo. 63143

NEW JERSEY

Aseswra Travel
671 Bergen St.
Newark, N.J. 07112

BCT Blue Carpet Travel
433 Fabyan Place
Newark, N.J. 07111

Eries
340 Bloomfield Ave.
Montclair, N.J. 07042

Get-A-Way Travel
462 Central Ave.
East Orange, N.J. 07018

Juliett Hubbard Inc.
215 Union Street
Hackensack, N.J. 07601

Morrison Travel
1034 E. Grand St.
Elizabeth, N.J. 07201

N.E.A.L. Travel
410 Chancellor Ave.
Newark, N.J. 07112

Relax-A-Tours Inc.
310 Orange Rd. W.
Montclair, N.J. 07042

Rona Travel
635 Main St.
Passaic, N.J. 07055

Travelers House
1368 Teaneck Rd.
Teaneck, N.J. 07066

Weider Travel Service
107 S. Warren St.
Trenton, N.J. 08608

NEW YORK

Abad Jaccard Tours
1208 Bergen Street
Brooklyn, N.Y. 11213

Aiken Travel
1661 Nostrand Avenue
Brooklyn, N.Y. 11226

Allied Travel
1457 Bedford Ave.
Brooklyn, N.Y. 11216

Alcha Travel Bureau Inc.
1457 Flatbush Ave.
Brooklyn, N.Y. 11225

Anjoy Travel
231-12 Merrick Blvd.
Laurelton, N.Y. 11413

Blue Mountain Travel
189-07 Jamaica Ave.
Hollis, N.Y. 11412

Bob's House of Travel
477 Lenox Avenue
New York, N.Y. 10037

Bona Travel Agency Inc.
491 Hempstead Turnpike
Belmont, N.Y. 11003

Buccaneer Travel Bureau Inc.
142-13 Rockaway Blvd.
South Ozone Park, N.Y. 11436

Calendar Travel
227 Utica Ave.
Brooklyn, N.Y. 11213

Cam-One Travel Bureau
869 Eastern Parkway
Brooklyn, N.Y. 11213

Caribbean Travel
2304 Seventh Avenue
New York, N.Y. 10030

Caribbean Travel Service Inc.
128 Madison Ave.
New York, N.Y. 10016

Cordix Travel
40 W. 135th St.
New York, N.Y. 10037

and
79 E. 161st St.
Bronx, N.Y. 10451

Council Travel
3225 Third Avenue
Bronx, New York 10451

Courtsey Travel Agency
122-25A New York Blvd.
Jamaica, N.Y. 11434

Davi-Court Travel Inc.
4000 White Plains Rd.
Bronx, N.Y. 10466

Edgerson's Travel Inc.
505 Delaware Ave.
Buffalo, N.Y. 14202

Ellison Travel Agency Ltd.
846 Nostrand Ave.
Brooklyn, N.Y. 11225

Ferguson Group Travel
90-30 Parsons Blvd.
Jamaica, N.Y. 11432

Foster Travel Center
160 W. 125th St.
New York, N.Y. 10027

Guyana Travel Bureau
996 Nostrand Avenue
Brooklyn, N.Y. 11225

Harlem Commonwealth Tours
215 W. 125th Street
New York, N.Y. 10027

Harlem Travel Bureau Inc.
2002 Fifth Avenue
New York, N.Y. 10035

Hollis Travel
111-16 Farmers' Blvd.
Hollis, N.Y. 11423

Hollywood Tours
173-06 Jamaica Avenue
Jamaica, N.Y. 11423

Hylton's Holiday Travel
365 Utica Ave.
Brooklyn, N.Y. 11213

IGT Travel
1108 Merrick Blvd.
Jamaica, N.Y. 11433

Jay Jay Travel
149 Grand Street
White Plains, N.Y. 10601

Kingston Travel
252 Kingston Avenue
Brooklyn, N.Y. 11213

Lewter-Scott Travel
203 Nassau Rd.
Roosevelt, N.Y. 11575

M-Bocat Travel Tours Inc.
201 W. 125th Street
New York, N.Y. 10027

McIntosh's Travel
229 Schenectady Ave.
Brooklyn, N.Y. 11213

Mills Travel
396 Murdock Avenue
Bronx, N.Y. 10466

N.E.W.S. Travel
1431 Amsterdam Ave.
New York, N.Y. 10027

Nostrand Travel
730 Nostrand Avenue
Brooklyn, N.Y. 11216

Pan Euro-Carib Tours
36 Ganung Dr.
Ossining, N.Y. 10562

Prince Travel
26 Sunshine Lane
Amityville, N.Y. 10562

Prince Travel
26 Sunshine Lane
Amityville, N.Y. 11701

Red Carpet Travel Service
79 Taylor Ave.
Roosevelt, N.Y. 11575

Royal Caribbean Travel
229-02 Linden Blvd.
Cambria Heights, N.Y. 11411

Seale Travel
737 Franklin Avenue
Brooklyn, N.Y. 11238

Sullivan's Group Travel
415 Lexington Ave.
New York, N.Y. 10017

Transcontinental Tours
182-16 Linden Blvd.
St. Albans, New York 11412

The Travel Shop
2750 Linden Blvd.
Brooklyn, N.Y. 11208

Tropical Tours
180-23 Linden Blvd.
Hollis, N.Y. 11423

UniWorld Travel Associates Inc.
50 W. 45th Street
New York, N.Y. 10036

Why-Not Travel
233-01 Linden Blvd.
Cambria Heights, N.Y. 11411

Whyte's Travel
79 Wall St.
New York, N.Y. 10005

Yvon-May Travel Inc.
2519 Seventh Avenue
New York, N.Y. 10038

OHIO

Coo'er Travel Bureau Inc.
1945 E. 105th St.
Cleveland, Ohio 44106

GRA Travel Service
P.O. Box 2104
Cincinnati, Ohio 45301

Kwanja Travel Agency Inc.
9 E. Bancroft
Toledo, Ohio 43620

Kunabee Travel Service
9 E. University Ave.
Cincinnati, Ohio 45219

Travel Associates
210 White Hall Dr.
Yellow Springs, Ohio 45387

PENNSYLVANIA

Bartlett Tours Co.
1525 Walnut St.
Philadelphia, Penn. 19102

Bristol Travel
448 Mill St.
Bristol, Pa. 19007

Browne & Co. Travel
Chew & Upsal Street
Philadelphia, Pa. 19119

Eseu Travel Inc.
334 S. 15th St.
Philadelphia, Pa.

Rodgers Travel Bureau Inc.
5206 Chestnut St.
Philadelphia, Pa. 19104

Penn Town Travel
411 S. 40th St.
Philadelphia, Pa. 19104

Sigler Travel Service
1330 W. Olney Ave.
Philadelphia, Pa. 19141

Sylvia Travel Service
1515 Wood St.
Pittsburgh, Pa. 15221

TENNESSEE

Business & Pleasure Travel Service
1176 S. Bellevue St.
Memphis, Tenn. 38106

M&M Travel
1413 Jefferson St.
Nashville, Tenn. 37208

TEXAS

Better Tours & Travel
2215 Cleburne St.
Houston Tx. 77004

Scott Travel
303 Seawane St.
San Antonio, Tx. 78201

Sterling Travel
518 So. Walter St.
San Antonio, Tx. 78203

VIRGINIA

Odyssey Travel Agency Inc.
11 Koger Executive Center
Norfolk, Va. 23502

WISCONSIN

Happy Time Travel Agency
517 W. Wisconsin Ave.
Milwaukee, Wisc. 53202

Travel Ideas Inc.
775 N. Jefferson St.
Milwaukee, Wisc. 53202

OUTSIDE CONTINENTAL U.S.A.

BAHAMAS

Island Travel Service Ltd.
Churchill Ave.
Nassau

Kennedy Travel Agency
(Happy Tours Ltd.)
Nassau

Triangle Tours Ltd.
Box N1897

Tropical Travel
Box N7666
Nassau

BERMUDA

Donald Smith Agency
Box 364
Hamilton

John W. Swan Ltd.
Victoria St.
Hamilton

CANADA

Tropical Tour Consultants
Box 1169
Adelaide St. P.O.
Toronto

GUATEMALA

Jerry's Tours Super Travel Service
Box 6-36
Guatemala City

JAMAICA

Information Tours
17 Orange St.
Montego Bay

PANAMA

Giscome Travel Agency
Calle L 2-27
Panama City 3

and
9th & Front Sts.
Colon

**One of us
excites
you.**



One of us is Trinidad, vibrant, cosmopolitan. The island where the steel band, calypso and limbo were all born, and the spirit of Carnival dances on all year.

One of us is Tobago, sensuous, secluded, the legendary isle of Robinson Crusoe. Golden with beaches, green with mountains, blue with the sparkling sea.

Both of us invite you, for swimming, scuba, tennis, golf. For rhythm. Or romance. And look how easy we make it. BWIA ("Beewee"), our international airline, offers terrific 8-day/7-night packages (April 16 to Dec. 15, 1977), based on the low, round-trip GIT air

**One of us
delights
you.**



fare from New York of just \$199 (6 or more people traveling together, BWIA forms the group). Package

\$303²⁵ to \$457²⁵

prices, per person double, to Trinidad alone, Tobago alone, or both islands, range from \$303.25 to \$352.25, European Plan (no meals), or \$313.75 to \$457.25 M.A.P. (includes breakfasts, dinners). Similar packages from Miami, too. Talk to your travel agent or call BWIA at (212) 581-3200, or the toll-free number in your area. And mail this coupon today.

Trinidad & Tobago Tourist Board
400 Madison Avenue, New York, N.Y. 10017

ENT-1

Please send me further information on "Just the Two of Us," Trinidad & Tobago.

Name _____

Address _____

City _____ State _____ Zip _____

My travel agent is _____



**Trinidad & Tobago.
Just the two of us.**



THE AIRLINES OF THE CARIBBEAN

Carriers of Dreams and Dollars

"Jamaicans call it 'a fiwi' airline," said John Scott, Air Jamaica's vice president of public relations. The words convey passionate ownership, pride, a thing of the heart. Air Jamaica started by leasing planes and crews from BWIA International. While shopping for a partner whose equity could be equipment and expertise in 1969, the Jamaican government chose Air Canada to take 40 percent equity in the airline. The agreement provided that Jamaica would own the airline entirely in 10 years. As of 1976, Jamaica has increased its equity to 74 percent. All the airline's top management people are Jamaicans. Of its 1,300 employees, less than 15 percent are nonnationals and they are employed in the company's North American, British and European offices and as pilots.

Air Jamaica Chairman G. Arthur Brown said that neither of the equity partners would risk moving Jamaicans too rapidly through the pilot ranks. Out of 129 pilots at year end 1975, Jamaicans were 25 percent of the Captains, 79 percent of the First Officers, and 74 percent of the Second

Officers. The company has achieved excellent safety and performance records.

Prior to severe drops in tourism during the '75 and '76 seasons, Air Jamaica had achieved profitability, netting nearly \$500 thousand in 1974, a 7.6 percent return on investment. Brown observed that the airline is as healthy as the tourist industry, and was, in fact, created as an airline for tourists. There seemed little point in Jamaica's having rooms and the infrastructure of tourism if it couldn't assure the most important part of the process—getting tourists to the destination. The fare structures, schedules and operating procedures of airlines serving the Caribbean affect tourist volume, destination choices, seasons and times of travel, and duration of stay. Caribbean states, such as Jamaica and Barbados, where tourism is endemic, can't afford total dependency on foreign carriers whose priorities are only tangentially related to state and regional needs. For example, during the recent worldwide recession, Pan Am, Eastern and Air France curtailed or eliminated service to many Caribbean destinations, while Air Jamaica expanded—in equipment, staff,

By Judy D. Simmons

AIRLINES

route and revenue passenger miles. Air Jamaica was responding to a greater domestic priority—assuring continued arrivals of tourists whose spending contributes an estimated 10 percent to Jamaica's \$2.6 billion Gross National Product.

Director of Tourism Adrian Robinson said February and March accommodations bookings were good, suggesting that Jamaica's popularity is recovering from the impact of negative reports on political and social strife that preceded the December, 1976 elections. "Stopover" visitors (vacationers) dropped from 432,000 in 1974 to 350,000 in 1976. Foreign fears and rumors are that the present government—duly elected on a stated platform of democratic socialism—will turn Jamaica into a totalitarian communist state. An appraisal of Jamaica's present temper does not support these fears. What one sees and feels is an "island in the sun" maturing in the face of hard realities.

In the past two years, Jamaica experienced serious labor disputes, several pre-election political incidents, and some occasions of contained group disturbance. Neither public nor private sources indicate that there has been anything like a general disruption of the social fabric or violent civil convulsion. In 1975, about 40,000 crimes were reported among a population of two million visitors, meaning that a person living in or visiting Jamaica had less than a two percent chance of incurring some unpleasantness. About 65 percent of reported crimes are simple theft. The Ministry of National Security reports a significant reduction in crime, and there has been no indication that tourists are special targets. According to Robinson, favorite vacation spots like Ocho Rios, Port Antonio and lovely Negril Village remained virtually untouched except for the usual occasions of petty theft.

Jamaica is still Jamaica, but there's a growing perception of the island as a "developing country," a concept becoming current in the Caribbean. This view doesn't eclipse the Jamaicans' sun-embracing informality and softly appraising welcomes, but it does include what one might call an "agonizing reassessment." 1977—a year of austerity.

The balance-of-payments deficit is about \$150 million against roughly \$25 million in foreign reserves. A sound economic move could reasonably be to curtail Jamaicans' foreign spending, as was done on January 19th. The United States experienced something of this in the early '70s: reports of too many American dollars going abroad; "See America First" slogans.

Another step in the government's economic management is a reexamination of import policy regarding, among other things, foodstuffs heavily imported for tourism.

About 68 percent of annual tourism earnings leaks out for imports. As in

**Air Jamaica's
"yellow and orange
hummingbird"
continues to symbolize
the country's
independence and
determination.**

Antigua, Barbados and Trinidad, the Jamaican government is encouraging hotels and restaurants to serve the abundant native fruits and domestic vegetables instead of expensively imported equivalents.

A third governmental objective—increased productivity and worker participation in industrial management—is exemplified by Air Jamaica's Human Resources Development (HRD) Program. In November '76, and under Personnel Vice President Jean Marsh, HRD began to develop a model for staff participation. Over half the company's employees have already contributed to the definition and organization of participative management, a concept gaining currency in U.S. industry as well.

Air Jamaica takes corporate social responsibility seriously. It flies in plasma, sponsors trips for paraplegic children needing corrective surgery in the U.S., and is currently raising funds to purchase hospital equipment. Its mood is optimistic, its employees enthusiastic and loyal, and its operations continue to be strictly professional and charmingly efficient.

The airline maintains a fleet of four

Boeing 727s, one of which is a freighter leased from JSC Enterprises in Miami; three DC 9s; two DC 8-61s and one long-range DC 8-62. When Air Jamaica upgraded to 727s, three DC 8-51s were leased to Peru. And the airline sells an impeccable product—transportation to one of the world's most desirable vacation spots.

Enhancing the island's fine natural resources are Tourist Board programs like "Meet the People" which puts visitors in touch with residents who share similar interests, tourism education in the schools, and media presentations informing the Jamaican public about developments in tourism. Domestic tourism is on the increase. More Jamaican citizens are sharing vacation facilities with international visitors, giving greater opportunity for mutually enriching intercultural experiences.

Black American tourists are especially able to take advantage of Jamaica's offerings in wide-open, all-country tourism because they blend easily into the society. The Tourist Board is developing marketing strategies directed specifically toward black Americans. Over 20 percent of the tourists to Jamaica are people of color, the largest proportion being American. Black Americans tend to travel in the summer, spend top dollar and are increasingly respected in the Caribbean as a desirable tourist market.

The "Boonoonoos (perfectly delightful) Jamaica" travel package for summer '77 should boost earnings for the tourism sector and for Air Jamaica. Three levels of accommodations and costs are being offered to individuals and groups—the lowest being about \$160 for air fare and accommodations. Jamaica is aggressive in its efforts to overcome slippage in tourism and Air Jamaica's "yellow and orange hummingbird" will continue to symbolize the country's independence and determination.



BWIA International is a jet of a different color. Owned entirely by the Government of Trinidad and Tobago, BWIA (Beewee) is generally acknowledged to be the backbone of international air transportation in the Eastern Caribbean.

BWIA is not required to publish an annual report, and managers are under constraints about releasing revenue and

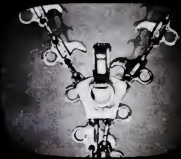
The Talon story makes a point about something even more practical than zippers.

The invention of the Talon zipper was a breakthrough, but it is only by continual product development and responsive marketing that the Talon Division of Textron has maintained its leadership in a highly competitive industry. The results are better products and more jobs: practical benefits which make an effective case for the private enterprise system.

This is confirmed by an initial survey of viewer reactions to Textron's current television campaign. Comments on the advertising, which includes commer-

cials about several other divisions of Textron, were overwhelmingly favorable. 93% of viewers with proven recall of the campaign said the commercials were informative. 96% found them believable. 84% thought corporations should do this kind of advertising.

Viewers also had some nice things to say about Textron. Which goes to show that making a case for Business can be good business. For more details, and a copy of our Annual Report, write "Response," Textron, Providence, Rhode Island 02903.



In 1893 Whitcomb Judson patented something he called a clasp locker. He figured it would be easier than buttons and hooks.



One man liked the idea... Louis Walker. He took a chance and started a company to make it.



But it took twenty years of struggle before the company had its first real success...the Hookless Fastener.



Today it's called a Talon zipper...and it started a whole new industry with tens of thousands of jobs around the world.



Last year the Talon Division of Textron sold over a billion zippers. But we don't have the business all to ourselves.



More than a hundred companies compete with us. Competition. That's why we make zippers in hundreds of styles and colors.



That's why we pioneered the nylon zipper.



Competition to find better ways to compete.



And that's what you do as a member of the Textron family.

AIRLINES

performance information. But the fleet upgrade, according to airline officials, has enabled Beewee to reach levels of on-time performance and schedule integrity comparable to other IATA (International Air Transport Association) carriers; several years ago, these parameters were only marginally acceptable, tarnishing the airline's reputation in the travel trade. BWIA's safety record—both prior to 1961 as a BOAC subsidiary and after its Trinidad-Tobago purchase—is one of the best in the industry.

Having established performance reliability, Chief Executive Peter Look Hong said the airline is concentrating

BWIA, owned entirely by Trinidad and Tobago, is the backbone of international air travel in the eastern Caribbean.

on improving ground and reservation services. Over \$1 million is being spread from Trinidad to Antigua for equipment—air conditioning units, baggage carts, tow trucks and a fully-computerized real-time reservations system. "Apart from reservations, ground handling in North America is good," Look Hong said. Beewee buys ground service from British Airways in New York and General Aviation in Toronto. Its long-established installation in Miami is already well-equipped.

Taking five different BWIA flights (both intra-Caribbean and international) in 11 days during peak season seems to verify management's claims of improvement. There were no booking problems; all flights departed and arrived on schedule; baggage started appearing undamaged within 10 minutes, the time objective quoted by Andrew Parris, general manager for personnel and administration. Two planes, however, needed cabin maintenance.

Beewee's in-flight atmosphere is delightful. Passengers perch on seat



arms chatting. Sunny-eyed stewardesses are multi-hued bouquets of young womanhood. Beewee pilots, like Trinidadian First Officer Bobby Thomas, are completely attuned to the demanding aviation characteristics of their territory, and fly with perceptible ease and competence.

Thomas has been with Beewee about 10 years. "Before I got the job," he said, "I would have liked to be with anybody. If you had told me Zambia Airways or Afghanistan Airlines, I'd have gone shooting right off." Asked if he would like to "graduate" to a larger carrier, the six-foot, 38-year-old officer replied, "I can't think of another airline I'd rather be with. Beewee's alright. And I have the opportunity of living in Trinidad." Also a television announcer, Thomas combines fine presence with professional timing. "It's not paradise," he said. Then, smiling suddenly, he added, "but it isn't bad."

Among Beewee's 1,500 employees, the ratio of nationals to nonnationals is 80:20. As with Air Jamaica, nonnationals work mostly in North America and Europe, where stiff competition demands a knowledge of the markets and networks of industry contacts that few Caribbean nationals presently have.

The creation of a General Manager-Personnel and Administration slot suggests that BWIA's management has identified a need for some internal change. Introduction of a "Management By Objective" system is also being considered. If implemented, the system will result in a reappraisal of all jobs, revised training procedures, and a wedding between planning and accountability. Even in a relatively small company, benefits from changes of this sort won't be realized fully for several years. But planning along these lines is likely to bring the airline closer to achieving a major priority—profitability.

BWIA has been steadily reducing its yearly operating losses despite real constraints on its options. Fuel was 12 percent of operating costs in 1973; it is 28 percent today. Fares aren't in line with expenses because increases would price Caribbean nationals out of the market. Route limitations, such as having only two U.S. gateways—New York and Miami—dilute access to potential markets. Schedule cuts are almost unthinkable in view of the Eastern Caribbean islands' primary dependence on Beewee—even though load factors show, for example, that 11 scheduled weekly stops at Antigua are money-losers much of the year. This fact doesn't mean that Beewee would like to divest itself of the Antigua route that supplies, roughly, 20 percent of its traffic. Rather, it illustrates the complexity and importance of Beewee's transportation role. The profit decision might be to increase load factors by reducing frequency of flights. The regional responsibility dictates a maximum response to Antigua's need for maintaining and increasing a tourist industry that generated 50 percent of its GNP. Given these parameters, BWIA's progress toward profitability is a respectable achievement. With a marketing budget that is only 4 percent of its revenues, Beewee and the Tourist Boards of islands it serves publish useful booklets and brochures on subjects ranging from regional flora and fauna to detailed lists of accommodations and graphically accurate pictures of Eastern Caribbean vacation life. But no picture in the world can do justice to Tobago. Even if it takes your whole life's savings, give yourself a week at Tobago's Arnos Vale Bay. BWIA knows how to get you there.



LIAT (1974) LTD. is the Eastern Caribbean's workhorse airline. Each of its five, 48-seat AVRO 748s (built by British firm Hawker Siddeley for "rugged operations") takes off and lands up to 14 times a day, feeding passengers and cargo through the Lesser Antilles archipelago from Trinidad to the U.S. Virgin Islands. Last year LIAT's two wholly-owned but independently-managed subsidiaries started operations. Inter Island Air Services Ltd. handles scheduled and charter traffic to Grenada, St. Vincent and St. Lucia.

Four Island Airways Ltd. serves Barbuda, Nevis, St. Kitts and Antigua.

Leeward Islands Air Transport has a history straight out of a Hollywood movie script. In 1956, its intrepid founder, Frank Delisle, started out by flying three passengers and "an armful of parcels" 35 miles between Montserrat and Antigua in a Piper Apache. By late 1957, expansion dictated a merger with BWIA; in 1966, LIAT was serving 19

Leeward Islands Air Transport (LIAT) has a history straight out of a Hollywood script.

islands. Then, in November 1971, Court Line, a British firm with fairly extensive holdings in the region, bought BWIA's 75 percent of LIAT, and introduced jet service from Puerto Rico through intermediate stops at Trinidad. To oversimplify, Court Line's ultimate scheme was to move large volumes of British and European tourists to international Caribbean gateways, like Puerto Rico and Antigua, and then, via LIAT, feed them out to the dozens of islands that subsist mainly on tourism. It was a grand scheme, but marginally costed. In late 1973, the Fates intervened by creating one thing that could smash a massive, stripped-down tour operation: incredible increases in fuel costs. Court Line went into bankruptcy in August 1974, mortally threatening LIAT, the *only* routine transportation link among nearly a thousand miles of scattered islands. But, at the darkest hour, 11 guys with white scarves fluttering in the cockpit flew to the rescue: the governments of Antigua, Barbados, Dominica, Grenada, Guyana, Jamaica, Montserrat, St. Kitts-Nevis, St. Lucia, St. Vincent and Trinidad-Tobago. So the movie ends.

For LIAT, the end of the movie was the beginning of two years' painful reorganization and hard work just to bring the airline into recovery posture. Its staff was cut by nearly 30 percent, a hard blow for economies like Antigua's, where employment is key priority. Routes have been reconsidered and a \$5 million debt burden is being discharged.

As of last fall, LIAT began to look like the little airline that can. If sheer sincerity, intelligence, and absolute necessity can get an airline running well, LIAT is on its way to becoming a decent operation again. Its schedule integrity and on-time performance improved.

However, travelers and the travel trade might consider that LIAT's equity partners are developing countries, i.e. hard up in almost any area except natural beauty and Trinidad's oil. LIAT has to earn its way into the kind of slick, pushbutton operation some tourists seem to think is their natural right. The governments aren't working out formulae for indefinite subsidy, and there's still 15 percent equity in LIAT up for grabs. Obviously no one's volunteering money for the airline to use in buying futuristic toys. Of LIAT's 350,000 annual passengers, 65 percent are intra-regional. As important as tourist traffic is to LIAT and the states it serves, LIAT's decision-making priorities in the near future are likely to be weighted more toward continuing safe, basic transportation than to acquiring trade frills.

Antigua, LIAT's headquarters and Beeewe's first stop out of New York, is a spell-binding combination of farm country, tropical beaches and noticeably clean villages. The view from unpretentious Castle Harbour Hotel (housing a small, well-appointed casino) reveals St. John's—the principal city—sheltered by palm trees, model-sized cruise ships at anchor in the rock-sculptured harbor, and fairy-tale sails pinned to an infinite turquoise sea. Deputy Prime Minister Lester Bird said Antigua is very interested in black American tourism and business investment. Last year, the National Association of Radio and Television Announcers' convention brought people like Don Cornelius and Gladys Knight to Antigua. A group of black American investors has the concession for Jabberwock Hotel and a second casino. Emphasizing water recreation and tennis, Antigua doesn't have sophisticated night life, but pleasing local entertainment is available. Anyone really homesick can drop in to hear Quincy Jones on the box while a waitress shakes limes from trees to garnish some truly lethal rum punch at Brother B's, an open-air restaurant that serves great Lobster Thermidor.

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AIRLINES

At first it seems odd that Caribbean Airways, Barbados' international airlines, doesn't own an airplane. But Ivan DeV. Archer, the Permanent Secretary for Civil Aviation, explained that the airline leases planes and crews (except hostesses) from Laker Airways, the British firm that is the government's minority partner in Caribbean Airways. The company is building the routes and markets that will eventually make the purchase of equipment a rational fiscal decision.

Caribbean Airways is negotiating with the Civil Aeronautics Board for route rights to Boston and Philadelphia. Presently, it flies to London and Luxembourg. During Caribbean Airways' five-year existence, European tourism to Barbados increased 42 percent, but the numbers are still small. The airline has been created to (1)

diversify tourist sources, (2) gain fare flexibility, (3) cushion the impact of external carriers' schedules changes, and (4) increase tourism to Barbados.

Barbados has a sophisticated approach to tourism. Government Research Officer Andrew Lewis recently completed a long-range development plan for the tourism sector. Marriott's Barbados resort, Sam Lord's Castle, is a well-diversified, self-sufficient facility of 200 truly deluxe rooms. Secluded, government-owned Sandy Lane Hotel is operated by Trust Houses Forte, the same expert firm that keeps the Jamaica Pegasus so finely tuned. The dining room at the Silver Beach Hotel features domestic cuisine and tame sparrows. According to Geoffrey Parris, executive director of the Barbados Hotel Association, hotel service employees take home from \$100 to \$200 a week, double and triple the wages on other nearby islands.

Barbados divides the Caribbean Sea from the South Atlantic Ocean, and

residents frequently say that there's nothing between Barbados and Africa. It's like meditating, to stand on Barbados' east coast facing the prevailing and constant wind from the southeast, surrounded by acres of cane that were once a reason for slavery. Barbados has something for you—two seas.

It is folly to allow foreign investors complete independence in Caribbean tourism operations.

A few years ago, Caribbean states like Barbados, Trinidad-Tobago and Jamaica realized that they must domestically control the tourism sector. The recession pushed Antigua toward this decision. In most Caribbean states, tourism is the primary foreign exchange earner if not the number one GNP. Since tourism significantly affects most other sectors—manufacturing, agriculture, wholesale and retail trades, entertainment and services, construction—it is folly to continue allowing external investors complete independence in tourism operations.

Furthermore, the Caribbean states are recognizing that the sociological consequences of tourism in small societies must be considered equally with economic assessments. They're selecting the type of upward mobility like bettering their hotel industries. They're selecting the type of activity and facility best suited for their social goals, as exemplified by Trinidad-Tobago's and Barbados' prohibition on gambling casinos, and Jamaica's disinterest in enclave facilities that encourage tourist exclusivity and behavioral irresponsibility. The playground islands are slowly, and often painfully, becoming "countries of the Caribbean region."

Tourism will continue to be an integral part of the Caribbean region's economy. The best evidence of this is the continued development to ensure destination accessibility. Domestic control of tourism planning will ultimately reward tourists by allowing them to visit a people and a country, not just a hotel and a beach. □

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THE TIME IS NOW (cont. from p. 42)

never be regarded as an investment, for investments are under too much pressure to pay off. Under such circumstances, every scheduling mix-up, every poor meal, every rainy day is likely to be treated as a 10 point drop in the Dow-Jones average. Pleasures are not pleasurable unless one can devote the time to enjoy them, to reap their profits.

There are those who say they would not expect so much from a vacation if it could but last a bit longer. According to work and leisure expert Fred L. Best, the average annual leave for most, not including paid holidays, sick leave and personal leave, is one and a half weeks. Some long for a month or two so they can have a "real" vacation. For many, however, an over-long vacation can begin to feel like work. Human beings require structure and some routine in their lives. In an unfamiliar place, with no real responsibilities except to have a good time, one can sorely miss the indispensable necessity to be in a particular place at a particular time. It is similar to the feeling of many new retirees who, after nearly half a century of working from nine to five, suddenly see the rest of their lives stretching endlessly and emptily before them. Incidentally, experts on retirement advise the newly retired to wait at least six months before taking that long planned vacation, a wait that will allow some time for adjustment to the new status. A vacation is, after all, an interruption in the normal course of life. If it is too extended, it becomes counter-productive, as many employers of workers with long guaranteed annual leaves know only too well.

A vacation is a consumer product. We spend on it what the new time economists call "consumptive leisure time," just as we spend this consumptive time buying and driving new cars and going to plays. It does not fall into the category of "idle time." We have come to view it as productive leisure time—productive of two years' worth of cocktail chatter, of reconciliation with one's wife, of attention hitherto not given to one's children. Again, this is too great a burden to place on a vacation. Basic economics tells us that there is a certain supply and a certain demand, and for maximum yield there must be a balance between the two.

Proper time economics can help not only the economy or the businessman to make the most of the time supply at hand, but the individual.

There is one nice thing about time. Although it cannot be stockpiled, it is in little danger of becoming obsolete, or of deteriorating in the sense that goods deteriorate. In terms of time, there is nearly always still more, if it is but utilized properly. □

FOOD (cont. from page 52)

Country natives, agree that Savannah has an interesting and extensive selection of fine, comfortable restaurants. Old warehouses along River Street, facing the peaceful Savannah River, have been converted into a plethora of fine eating and drinking places tucked among interesting shops and boutiques.

One of Savannah's most frequented restaurants is the Pirate's House on East Broad Street, in the city's historic Trustee's Garden. It's popularity is as much a result of the restaurant's extensive menu (more than 20 different desserts are listed separately) as its moody Treasure Island setting.

Food purists would be equally delighted with the unpretentious fare served in the dining room of Savannah's Mrs. Wilkes' Boarding House. Guests sit at long tables and eat family style, helping themselves to an assortment of meats, five different vegetables, homemade biscuits, pies, salad and fruit. Travel writers have discovered Mrs. Wilkes', and the fare is now \$2.75.

The people of this region are as proud of their food heritage as they are of their magnificent gardens, fine homes and long history. And those dishes that you cannot enjoy while visiting in the area, still can be prepared when you get back home. More than 25 years ago, the Junior League of Charleston published *Charleston Receipts*, certainly one of the country's finest regional cookbooks which is becoming somewhat of a classic. Available in bookstores and souvenir shops just about everywhere in the area, the book contains over 750 "receipts" (as recipes were once called) and is a perfect gift to bring back to someone interested in learning how to prepare She Crab Soup, Maum Nancy's Scalloped Oysters, Cooter Pie, and other recipes, once cooked, and many invented, by African-American slaves. □

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